Greetings from your Officers



Mary Nielson President Elect



Nancy Tingey President



Nancy Kennedy Immediate Past President

Richard C. Stowell Executive Director

Welcome to the USBA 95th Annual Conference. We have planned this Conference with you in mind; thanks to your suggestions we have lined up some extraordinary speakers and outstanding presentations for the breakout sessions.

We recognize and appreciate that you are making a significant contribution of your time to participate in this Conference. We are confident that you will find it educational and will return to your district inspired and equipped for today's tough challenges. We hope that you will build new friendships with fellow Board Members from around the State and get acquainted with the many Superintendents and Business Administrators who attend and participate in the Conference.



Rick Ainge Vice President

IT'S BACK...

USBA Health Fair

Located in the Sinclair Room on the Main Level

Free Services provided by Healthy Utah include:

- Blood Pressure Check
- Cholesterol
- Blood Glucose
- Body Composition
- Health Consultation
- And more...

Sponsored by USBA and Public Employees Health Plans (PEHP)

Thanks to Our Exhibitors and Sponsors

Each year at the Conference, Exhibitors and Sponsors help support our overall program and provide a wealth of information to Conference attendees. USBA extends a big "Thank You" to our Sponsors and Exhibitors.



Dr. Gary K. Rhoads

Keynote Speaker

Gary K. Rhoads received his bachelor degree and MBA from Idaho State University and holds a PhD in marketing from Texas Tech University. Rhoads is currently the Stephen Mack Covey Professor of Marketing and Entrepreneurship at Brigham Young University. Rhoads has shared his expertise with companies and universities in Europe, Asia and the United States. He has received several awards for teaching excellence.

He has published articles in the Journal of Marketing Research, Journal of Marketing, Journal of Market Research Society, Journal of Personal Selling and Sales Management, Journal of Retailing, Behavioral Research in Accounting, and Marketing Science Institute, and various American Marketing Association publications.

Rhoads is the co-author of two books: *That's an Awkward Conversation: Emotional Intelligence Strategies and Workbook* (2018), and *Startup Marketing Essentials: Leveraging Competitive Angles to Make Competitors Irrelevant* (2016) published by myeducators.com. Both books highlight the best leadership and entrepreneurial practices of successful firms.



Dr. Craig Jessop

Keynote Speaker

Dr. Craig Jessop is the founding Dean of the Caine College of the Arts at Utah State University and Professor of Music. He has also served as music director for the Mormon Tabernacle Choir, head of Utah State's Department of Music, and as music director of the Carnegie Hall National High School Choral Festival sponsored by the Weill Institute of Music. Dr. Jessop is also the founder and music director of the American Festival Chorus and Orchestra.

Jessop earned his Bachelor of Science degree at Utah State University, a Master of Arts from Brigham Young University, and a doctorate in Music Arts from Stanford.

At the Opening Ceremony of the 2002 Winter Olympic Games in Salt Lake City, Dr. Jessop conducted the Mormon Tabernacle Choir and the Utah Symphony, working with world-renowned artists Sting, Yo-Yo Ma, and composers John Williams and Michael Kamen.

In addition to his work as a conductor, Dr. Jessop has been active as a baritone vocalist, first as a member of the Mormon Tabernacle Choir, later with the choirs of Helmuth Rilling and John Rutter and the *Robert Shaw Festival Singers*.

He lives in Cache County with his wife, RaNae. They are the parents of four children and have ten grandchildren.



Mossi White



Night Star Jazz Band and Orchestra

Friends of Education Award

A passionate advocate for children and public education, Mossi White has been a keynote speaker in almost every state as well as some foreign countries.

She was a member of the Provo School Board for 15 years, serving two terms as president. In her first year as a local board member, Mossi was elected to the Board of Directors of the Utah School Boards Association, serving as chair of the Legislative Committee and Training Committee. She was elected president of the Utah School Boards Association in 1993 and again in 1995. Mossi is the only person in the history of the USBA to be elected president twice.

Elected to two terms to the Board of Directors of the National School Boards Association, Mossi ran for president-elect of the NSBA in 2001 and was installed at the 2002 National Convention in New Orleans.

Born and raised in Norway, Mossi immigrated to the United States at the age of 19 — all on her own. She is a widow and proud mother of three daughters, two of whom are attorneys and the other holds a doctorate in Counseling Psychology.

Featured Entertainment

Night Star Jazz Band and Orchestra is an 18 piece jazz orchestra based in Salt Lake City, featuring vocal and studio orchestral arrangements from ballroom big band to modern jazz.

Night Star Jazz Orchestra is made up of world class jazz artists and performers from all facets of the music business. Each member of the band has a history dedicated to the study of their instrument and are consummate performers in their own right.

The Night Star Jazz Orchestra repertoire is comprised of modern and traditional jazz big band orchestrations which includes two vocalists. The classic sound of the studio orchestra is brought to life by lush orchestrations, using a string section that evokes the sounds of the Hollywood sessions from the 40s, 50s and 60s. They also feature contemporary arrangements from writers working in the music business today.

Utah School Boards Association 95th Annual Conference

FIRST GENERAL SESSION Thursday, January 4, 2018 Little America Ballroom

3:00 P.M.	Registration Foyer
7:00 P.M.	Conducting Nancy Tingey, USBA President
	Reverence \ldots Mark Clement, USBA Board of Directors
	Flag Ceremony West High School Navy JROTC Directed by Marine Major Jonathan Kehr
	National Anthem
	Music Oak Canyon Taiko Drum Band Directed by Connie Ugaki

Keynote Speaker Dr. Gary K. Rhoads

Author of "That's an Awkward Conversation: Emotional Intelligence Strategies and Workbook"

Adjournment

SECOND GENERAL SESSION Friday, January 5, 2018

8:00 A.M.	Registration and Booth Exhibits
8:30 A.M.	Conducting Mary Nielson, USBA President Elect
	Music South Sevier High School Band Directed by Mr. James Cavan

USBA Business Session

- Nominations for USBA Vice President Nancy Kennedy, USBA Immediate Past President
- Annual Report Rick Ainge, USBA Vice President
- Divide into Regions to elect Multi District Region Board of Director Members and Delegates at Large for Single District Regions and Delegates at Large for Multi District Regions.

Region I - Sun Valley Room Cache, Logan, Rich **Region II - Ballroom** Box Elder, Morgan, Ogden **Region III – Ballroom** Davis **Region IV - Flagstaff Room** North Summit, South Summit, Park City, Wasatch **Region V - Ballroom** Salt Lake City **Region VI - Ballroom** Granite **Region VII - Snowbasin Room** Murray, Provo, Tooele **Region VIII - Wyoming Room** Carbon, Daggett, Duchesne, Emery, Grand, San Juan, Uintah

Region IX – Ballroom Jordan

Region X – Idaho Room Juab, North Sanpete, Piute, Sevier, South Sanpete, Tintic, Wayne

Region XI – Arizona Room Beaver, Garfield, Iron, Kane, Millard

Region XII – Ballroom Alpine

Region XIII – Ballroom Weber

Region XIV – Ballroom Nebo

Region XV – Ballroom Washington

Region XVI – Ballroom Canyons

BREAKOUT SESSIONS

9:45-10:45 a.m. — 11:00-12:00 Noon

RUNNING EFFECTIVE SCHOOL BOARD MEETINGS USING ROBERTS RULES OF ORDER (Note: this session is two hours) Arizona Room

Presented by Ann MacFarlane, Professional Registered Parliamentarian Facilitator: Janice Voorhies, USBA Board of Directors

This unique workshop presents Robert's Rules in a way you will never forget! Ann MacFarlane of Jurassic Parliament offers insights, tips and techniques that can transform your meetings. The workshop uses key principles from Robert's Rules of Order with a practical and up-to-date approach. As a result of this entertaining and engaging training, you will be able to:

- Describe the correct way to control a school board meeting
- State how to use motions, amend them, etc.
- Manage disruptive members and obnoxious remarks
- Strengthen your body's decision-making process
- Avoid common mistakes made with Robert's Rules of Order

BECOME AN MBA SUPERHERO — WITH GREAT POWER COMES GREAT RESPONSIBILITY Idaho Room

Presented by USBA Master Boards Award Committee

The goal of the MBA program is to educate new and experienced board members. Changes in the program have been developed to help each district and board member regardless of location, resources, experience and tenure. Come learn how the new program helps to promote individual and board development, continuing education, continuous improvement and collaborative learning.

SCHOOL LAW UPDATE: WHAT'S NEW IN EDUCATION LAW AND WHAT'S ON THE HORIZON Wyoming Room

Presented by Patrick L. Tanner, Attorney at Law Facilitator: Jeff Richens, USBA Board of Directors

Patrick L. Tanner, a member of the education law team at Burbidge & White, will review highlights of the developments in school law during 2017 and will discuss upcoming trends and areas to watch as we move into 2018.

WHAT COULD POSSIBLY GO WRONG? IT DEPENDS. Snowbasin Room

Presented by Darin Dennis, Assistant Director and David Lund, Assistant Attorney General Facilitator: Kelly Blake, USBA Board of Directors

This session will provide an engaging overview of the good, the bad, and the ugly that the State Risk Insurance Fund has experienced with all of the school districts over the past four years and how those experiences are impacting budgets and reputations. If you like roller coasters, you'll enjoy this session.

COMING TOGETHER: BRINGING DISTRICT OFFICE DEPARTMENTS TOGETHER FOR STUDENT LEARNING Sun Valley Room

Presented by Anne-Marie Harrison, Executive Director of Teaching and Learning, Provo City School District Facilitator: Mark Clement, USBA Board of Directors

In recent years, many schools have created opportunities for teachers to collaborate in meaningful ways. While these schools have developed collaborative teacher teams, too often district office employees lag behind in collaborative work. Because of the specialization of district programs and services, it's easy for district office departments to work in isolation, resulting in lack of alignment, poor understanding of initiatives, and mixed messages to stakeholders. In this session you'll hear how one district office brought several departments together to create and implement a plan to help students with reading difficulties. You'll learn how collaboration between the department of Teaching and Learning, Title 1, English Language Learning, Special Education, and individual principals created and implemented an efficient and effective program. This reading initiative has been so successful that almost all of the district's principals have voluntarily chosen to join in it.

EDUCATION AND TRAINING PATHWAY Flagstaff Room

Presented by Weber School District Facilitator: Janis Christensen, USBA Board of Directors

The Education and Training Pathway provides opportunities for students to pursue careers in areas that reflect our community's needs — to combat the teacher shortage and recruit the highest quality teachers into our profession. This pathway will provide students with foundational skills needed to become professional educators, and prepare them for success as they enter a university program.

10:45 A.M. Break 11:00 A.M. Breakout Sessions Continued

RUNNING EFFECTIVE SCHOOL BOARD MEETINGS USING ROBERTS RULES OF ORDER (Note: this session is two hours) Arizona Room

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WHAT IS YOUR MBA SUPERPOWER — KNOWING YOUR SUPERPOWER CHANGES EVERYTHING Idaho Room

Presented by USBA Master Boards Award Committee

Continue strengthening your MBA superpowers by learning about Advanced Development. This workshop will take you step by step through the new requirements, helping board members take up the challenge of working together on goals and other issues in their district.

SCHOOL LAW UPDATE: WHAT'S NEW IN EDUCATION LAW AND WHAT'S ON THE HORIZON Wyoming Room

Presented by Patrick L. Tanner, Attorney at Law Facilitator: Melissa Ford, USBA Board of Directors

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LUNCH ON YOUR OWN

THIRD GENERAL SESSION Friday, January 5, 2018

1:30 P.M.	Conducting Rick Ainge, USBA Vice President
	Prize Drawing Nancy Kennedy, USBA Immediate Past President
	Music Maple Mountain High School Men's Choir Directed by Braden Rymer
	Explanation of the UHSAA Elections

BREAKOUT SESSIONS

2:15 p.m.-3:15 p.m. — 3:30 p.m.-4:30 p.m.

RUNNING EFFECTIVE SCHOOL BOARD MEETINGS USING ROBERTS RULES OF ORDER (Note: this session is two hours) Arizona Room

Presented by Ann MacFarlane, Professional Registered Parliamentarian Facilitator: Cheryl Cox, USBA Board of Directors

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LEGISLATIVE HOT TOPIC: JUVENILE JUSTICE REFORM Idaho Room

Presented by Nancy Kennedy, USBA Immediate Past President; Terry Shoemaker, USBA Associate Executive Director and Representative Lowry Snow

Rep. Lowry Snow (R), St. George, will present the challenges, successes, and lessons learned from the first year of juvenile justice reform. HB239, passed during last year's legislative session, requires that many juvenile actions — including truancy — must now be dealt with by school districts and not in juvenile court. Rep. Snow will also discuss other potential legislative changes and will seek feedback from attendees.

SCHOOL FINANCE IN REVIEW Wyoming Room

Presented by Zane Woolstenhulme, Business Administrator, Ogden School District Facilitator: Susan Richards, USBA Board of Directors

An opportunity for new and veteran Board Members to better understand the fundamentals of School Finance; a refresher on the board's role and responsibility as it applies to the District Budget.

WORKING TOGETHER ON "US" IN USBA Snowbasin Room

Presented by Janet Cannon Facilitator: Brigit Gerrard, USBA Board of Directors

Members of the State School Board will discuss strengthening our schools through collaboration and cooperation with local boards. The issues and strategies include funding equity, curriculum offerings, state assessments and teacher support.

THE LANGUAGE OF CODE Flagstaff Room

Presented by Dr. Kathleen Einhorn, Park City School District Facilitator: Heather Staley, USBA Board of Directors

Is your school district teaching the world's most dominant language to its students? Hear how your district can offer the language of code to all elementary students.

Increasingly, the world we live in is run on computer code. Learning to code at a young age develops students into logical thinkers, problem solvers, creators, and collaborators. Offering coding in elementary school ensures all students will have equitable access to this important 21st-century skill.

Learn why it is important to implement a new systematic approach to creative coding that enables all students to reach their full potential. Dr. Kathleen Einhorn, Park City School District Associate Superintendent, will share how her team is introducing coding to all of Park City's elementary students. BootUp Founder and Board President, Ari Loannides, will share why all students deserve equitable access to coding. They will demonstrate how any district can implement coding for all.

SCHOOL ACCOUNTABILITY REPORT CARD REDESIGN Sun Valley Room

Presented by the Utah State Board of Education: Patty Norman, Deputy Superintendent of Student Achievement; Darin Nielsen, Assistant Superintendent of Student Learning and Tiffany Stanley, Policy Advisor Facilitator: Gayleen Gandy, USBA Board of Directors

The Utah State Board of Education is in the process of redesigning the school accountability report cards that will be published following the current (2017-18) school year so that the report cards are more accessible and actionable for parents, policymakers, and the public. Participants will hear an overview of recent school accountability changes and review a prototype of the redesigned school accountability report card.

3:15 P.M. Break3:30 P.M. Breakout Sessions Continued

RUNNING EFFECTIVE SCHOOL BOARD MEETINGS USING ROBERTS RULES OF ORDER (Note: this session is two hours) Arizona Room

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LEGISLATIVE HOT TOPIC: PROPERTY TAX EQUALIZATION Idaho Room

Presented by Nancy Kennedy, USBA Immediate Past President; Terry Shoemaker, USBA Associate Executive Director and Representative Brad Last

Rep. Brad Last (R), Hurricane, will discuss the intricacies of property tax equalization. Rep. Last was co-sponsor of SB255 along with Sen. Howard Stephenson (R) with the support of the Joint Legislative Committee. The bill provided an estimated \$20 million per year over five years by freezing the basic property tax rate. When combined with SB80, the proposal provided for using the additional funds to equalize property tax funding. SB255 in combination with SB80 passed the Senate but did not make it

through the House before the end of the legislative session. Rep. Last will share proposed legislation for the upcoming session and will seek feedback from attendees.

SCHOOL FINANCE IN REVIEW Wyoming Room

Presented by Zane Woolstenhulme, Business Administrator, Ogden School District Facilitator: Kristi Swett, USBA Board of Directors

An opportunity for new and veteran Board Members to better understand the fundamentals of School Finance; a refresher on the board's role and responsibility as it applies to the District Budget.

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4:30 P.M.- Arizona Room

- 5:30 P.M. Networking with Fellow Board Members
- 5:00 P.M. Utah High School Activities Association region elections to elect Board of Trustees

Idaho Room

4A Classification — (Alpine^{**}), Box Elder, Cache, Iron, Logan, Nebo, Ogden, Park City, Tooele, Uintah, Washington, Weber

Wyoming Room

3A Classification — Carbon, (Duchesne^{**}), Emery, Grand County, Juab, (Millard^{**}), Morgan, North Sanpete, San Juan, Sevier, South Sanpete, South Summit, Tooele

**District may vote (one ballot per school), but may NOT nominate a candidate as per current district representation by a school board member or superintendent on the UHSAA Board of Trustees

FOURTH GENERAL SESSION Evening Banquet Friday, January 5, 2018

6:00 P.M.	Conducting Nancy Tingey, USBA President
	ReverenceKristi Swett, USBA Board of Directors
	Dinner Buffet Ballroom
	Friends of Education Award Nancy Tingey Presented to Mossi White
	Master Boards Award Nancy Tingey
	Introduction of Entertainment Nancy Tingey

Night Star Jazz Band and Orchestra

Night Star Jazz Band and Orchestra is an 18 piece jazz orchestra based in Salt Lake City featuring vocal and studio orchestral arrangements from ballroom big band to modern jazz.



FIFTH GENERAL SESSION Saturday, January 6, 2018 Casual Dress

7:00-8:30 A.M	Breakfast Buffet Arizona and Idaho Rooms
8:30 A.M.	Conducting
	Reverence Heather Staley, USBA Board of Directors
	Prize Drawing Nancy Kennedy
	Superintendents of Rock Scott Rogers, Scott Crane, Steve Carlsen and Kodey Hughes
	Longevity Awards USBA Officers
	President's Report Nancy Tingey, USBA President

BREAKOUT SESSIONS

9:30 a.m.-10:30 a.m. — 10:45 a.m.-11:45 a.m.

IT'S TIME TO TALK BUSINESS ADMINISTRATOR KEY PERFORMANCE INDICATORS Arizona Room

Presented by Evaluation Development Committee

Come learn how USBA can help your board effectively evaluate, supervise, and assess the performance of your district's business administrator through direct conversation and a system of key performance indicators.

SCHOOL FINANCE 202: ADVANCED FINANCE TOOLS FOR BOARD MEMBERS Idaho Room

Presented by Rob Smith, Assistant Superintendent, Business Services, Alpine School District Facilitator: Mark Clement, USBA Board of Directors

Sorting out the Utah Financial "thick" to better understand the "thin" things that support 21st century learning.

TAKING YOUR 1:1 INITIATIVE TO THE NEXT LEVEL: FOUR PILLARS TO SUCCESSFULLY IMPLEMENTING DIGITAL TEACHING AND LEARNING DISTRICT WIDE Wyoming Room

Presented by Ann Horner, Wasatch School District; Superintendent Paul Sweat, Wasatch School District Facilitator: Janice Voorhies, USBA Board of Directors

1:1 initiatives are not just about devices. Come and experience Wasatch County School District's journey over the past six years that is transforming teaching and learning digitally. Participants will learn about the four pillars (coaching, curriculum, classroom and device) and how major players around the table (School Board, IT, Leadership and Instructional Coaches) made this shift a reality. While sustaining this transition, classrooms are moving up the SAMR (Substitution, Augmentation, Modification and Redefinition) model to redefine and personalize learning for each district.

USING ACT SCORE RESULTS TO IMPROVE ACHIEVEMENT AND CAREER SUCCESS FOR ALL UTAH STUDENTS! Snowbasin Room

Presented by Sue Wheeler and Stephen Allen, Southern Utah University Facilitator: Jeff Richens, USBA Board of Directors

Since the spring of 2012, the ACT test has been administered to all Utah public high school juniors. As a statewide initiative, more Utah students are being given the opportunity to pursue their academic and career pathways in postsecondary education. ACT staff and administration from Southern Utah University will provide insight into how the ACT test is used by students, parents, counselor, districts, as well as postsecondary educators to ensure student success beyond high school. You will also learn how to better utilize ACT data for your district.

PUBLIC-PRIVATE PARTNERSHIPS: GETTING THE BALANCE RIGHT FOR COLLABORATIVE SCHOOL IMPROVEMENT Sun Valley Room

Presented by Mitch Nerdin, Director of Resource Development, Granite School District and Dr. Hollie Pettersson, Education Direction Facilitator: Gayleen Gandy, USBA Board of Directors

In 2015, Granite School District and Education Direction embarked on a partnership for school turnaround through SB235 (Utah's School Turnaround Legislation). Significant cooperation was required to ensure working together would yield durable and sustainable structures for ongoing improvement long after the turnaround contract was completed. This presentation will outline the collaborative actions taken along the way through a process of collaborative school improvement that leveraged the unique qualities of public-private partnerships.

We will outline and discuss the following steps:

- 1. Create a foundation for collaborative school improvement by adopting a common inquiry cycle
- 2. Organize collaborative school improvement creating proper terms
- 3. Create conditions for effective team building by clarifying roles and expectations
- 4. Narrow the focus so resources can be aligned with key priorities
- 5. Connect teams to leverage collective expertise
- 6. Practice a growth mindset through ongoing reflection

ENERGY SAVINGS TO PAY FOR FACILITY UPGRADES Flagstaff Room

Presented by Superintendent Sam Ray, North Sanpete School District Facilitator: Janis Christensen, USBA Board of Directors

After procuring an audit in partnership with the governor's energy office, North Sanpete School District partnered with Siemen's Corporation who provided critical infrastructure upgrades including boilers, air handlers and HVAC control systems. Together they found energy saving options that helped fund the project including a grant from Rocky Mountain Power. Learn how the district has been able to forecast financing the upgrade over 20 years through energy savings.

10:30 A.M. Break 10:45 A.M. Breakout Sessions Continued

IT'S TIME TO TALK BUSINESS ADMINISTRATOR KEY PERFORMANCE INDICATORS Arizona Room

Presented by Evaluation Development Committee

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SIXTH GENERAL SESSION Luncheon Session Saturday, January 6, 2018

12:00 Noon	Conducting	Mary Nielson, USBA President Elect
	Luncheon Buffet	Ballroom
		SBA Immediate Past President

Keynote Speaker Dr. Craig Jessop

Dr. Craig Jessop is the founding Dean of the Caine College of the Arts at Utah State University and Professor of Music. He has also served as music director for the Mormon Tabernacle Choir, head of Utah State's Department of Music, and as music director of the Carnegie Hall National High School Choral Festival sponsored by the Weill Institute of Music. Dr. Jessop is also the founder and music director of the American Festival Chorus and Orchestra.

	Election Results Nancy Tingey
	Installation of Incoming President Nancy Tingey
	Prize Drawing Nancy Kennedy
1:30 P.M.	Adjournment Mary Nielson, USBA President



USBA Conference Committee

Nancy Tingey, President Mary Nielson, President Elect Rick Ainge, Vice President Nancy Kennedy, Immediate Past President Richard C. Stowell, Executive Director

Prize Contributors

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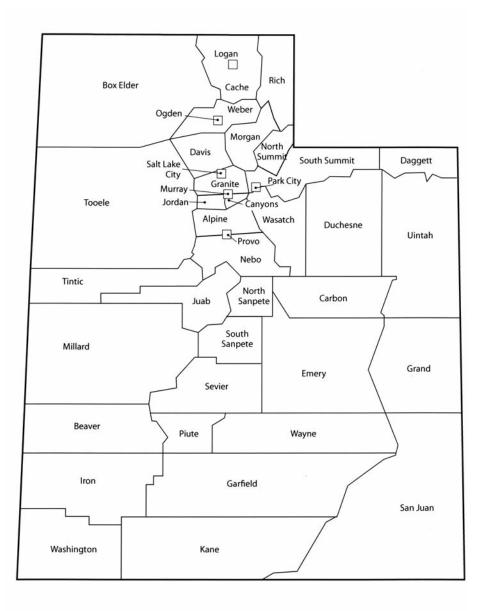
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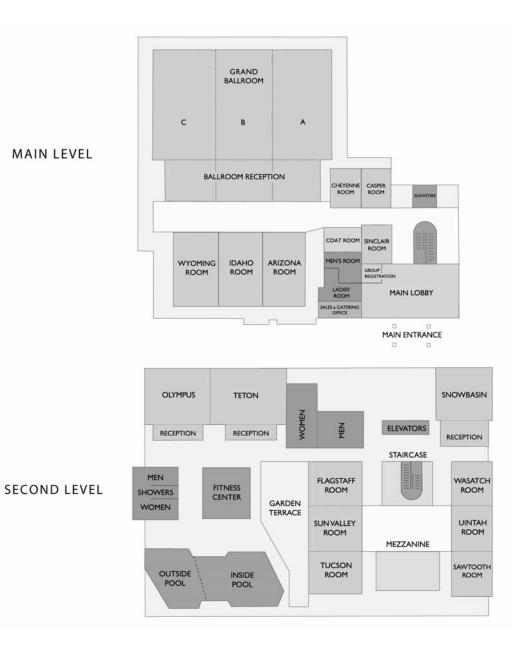
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Utah School Districts Map

Little America Hotel Floor Plan Map





Notes

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