National Association of School Superintendents
United in Common Purpose: Each Other s Success

NASS Super Success Conference Series No. 1

February 1-2, 2023
Wednesday and Thursday
Pacific Standard Time
Register online at
www.NASS.us

INSIGHTS FROM A MAJOR NATIONAL SEARCH FIRM | EFFECTIVELY USING RESEARCH AND ANALYTICS

GARNERING COMMUNITY AND PRIVATE SECTOR SUPPORT FROM AN EXPERT

PUBLICIZING DATA VIA TECHNOLOGY TO INCREASE COMMUNITY SUPPORT

HYA | HAZARD YOUNG ATTEA ASSOCIATES

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ECRAGROUP

With well-informed strategies and purposeful effort, you can dramatically improve your potential for success.

WHY YOU SHOULD ATTEND . . .

- Equip yourself to optimize your next career move
- Understand how to build community and stakeholder support to promote your district
- Tap into research and analytics to maximize genuine quality improvement
- Leverage technology to boost stakeholder engagement and publicize the benefits of being part of your district

FEATURED PRESENTERS

Max McGee

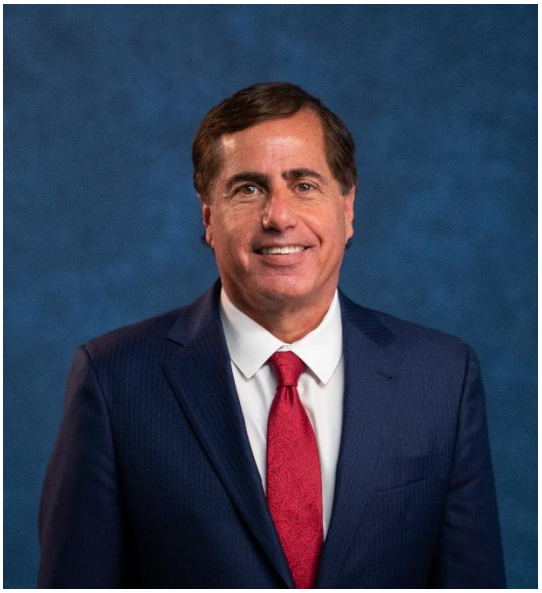
President of Hazard, Young, Attea Associates

Using a Third Party for Superintendent Success

Glenn "Max" McGee is recognized as a dynamic leader on critical issues concerning leadership, student mental health, and equity. He has made it his life's work to advocate and act decisively to support underrepresented students to ensure their opportunity and access to impactful programs and services. Max's passion lies in identifying, developing, coaching, and supporting school and district leaders to successfully lead through turbulent times.

Don Haddad

Superintendent, St. Vrain Valley Schools
Longmont, Colorado



Keys to Community and Parent Engagement

As leader of St. Vrain Valley Schools - the seventh-largest district in Colorado and home to more than 33,000 students across 13 communities - Don Haddad has spent more than a decade cultivating a relationship with its community that has been the nexus for implementing systemic and strategic change. This has forged a path toward transformation from a school district on the brink of bankruptcy to one that is nationally and internationally recognized for innovation and parent leadership.

John Gatta

Chief Executive Officer (CEO) of ECRA Group

Adopting Research and Analytics as a Core Strategy for Quality Improvement

John Gatta, Ph.D. is Chief Executive Officer (CEO) of ECRA Group. In addition to his responsibilities at ECRA Group, John is an Assistant Professor of statistics and predictive analytics at Northwestern University, where he also serves as Director of Research. His unique blend of academic, technical, management and leadership experience gives him keen insights into how schools can best adopt research and analytics as a core strategy for quality improvement. As CEO of ECRA Group, he also serves as chief architect of ECRA's analytic infrastructure related to data structures, data warehousing, statistical algorithms and reporting.

Timothy "Bo" Purnell

Executive Director
New Jersey School Boards Association

Usage of Technology to Increase Stakeholder Engagement & Awareness

Roundtable discussion and Q&A

Janet Bamford (Chief Public Affairs Officer, NJSBA)
Lori Perlow (Northeast Region President of the National School Public Relations Association)
Dr. James "Coach Cap" Capolupo
Brian Creasman (Superintendent, Fleming County, KT)

Recently Timothy Purnell served the New Jersey Department of Education as interim executive county superintendent of Morris County. He has been superintendent of Somerville Public Schools, during which he served as the legal chair of the New Jersey State Board of Examiners and president of the Somerset County Superintendents' Roundtable. Prior to that, Purnell was superintendent of Harding Township schools. In 2015, Purnell was named the New Jersey Superintendent of the Year by the New Jersey Association of School Administrators, and in 2016, was awarded National Superintendent of the Year by the National Association of School Superintendents.

PRESENTER SCHEDULE

Wednesday, February 1, 2023	**SESSION I**
9:00 - 9:15 a.m. PST	Welcome and Introductions
9:15 - 10:30 a.m.	Max McGee, HYA
10:30 - 10:45 a.m.	Break
10:45 - 12:00 p.m.	Don Haddad, St. Vrain Valley Schools
Thursday, February 2, 2023	**SESSION II**
9:00 - 9:15 a.m. PST	Welcome and Introductions
9:15 - 10:30 a.m.	John Gatta, ECRA Group
10:30 - 10:45 a.m.	Break
10:45 - 12:00 p.m.	Timothy Purnell, NJSBA
	Closing Remarks

REGISTRATION

ENROLL ONLINE AT: www.NASS.us

Deadline to Enroll and Pay in Full: January 30, 2023

Space is limited to 40; applications will be confirmed based on the order received.

Members: Days 1 and 2 $25

Nonmembers: Days 1 and 2 $75.00

Cancellation Policy: To be eligible for a refund, cancellation must be in writing and dated on or before February 1, 2023. Member refunds will be less a $10 administration fee. Nonmember refunds will be less a $25 administration fee. No refunds will be made for cancellations dated after February 1, 2023 or for "no shows".

Disclaimers: *NASS reserves the right to make reasonable substitutions in the event of speaker cancellation or conference room adjustments. *NASS is not responsible for travel expenses lost due to the cancellation of or change in a program. *NASS, its officers, vendors, contractors and employees assume no responsibility for any personal injury or property damage or loss incurred by a TCG partner, associate, guest or participant at any TCG-sponsored activity.

FOR MORE INFORMATION PLEASE CONTACT

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Presented by

NASS

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Dr. Rob Slaby, Executive Director
Dr. Jill Gildea, Executive Director Elect
Dr. Theresa Daem, Founder

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