

## Summer Conference Session Descriptions June 14 – 17, 2016

**Advanced Mapping** (Shane Grimes, Becky Smith): Looking for more than the basic worksite mapping to improve your membership? Advanced mapping will help you look for trends your membership & potential members. Are you getting Millennials to join? Are there other groups not joining your Association (rural/urban, older members)? What about specific teaching groups in your district? Attendees that have already completed Building Mapping would be best suited for this session.

**Affiliations** (Callie Marksberry, Suzanne Tyler): Local constitutions and bylaws need to be reviewed by the ISTA Affiliations Committee every five years. It is a quick and easy process using the ISTA template and rubric. This session will assist your local in updating and approving your local constitutions and bylaws.

**Association Acronyms 101** (Keith Gambill): Education and Association work has its own jargon. Participants will learn about the many different acronyms used in education and Association work. Additionally, participants will learn about the governance structure of the NEA/ISTA and how the local impacts their work.

**Bargaining 101** (Gregg Hixenbaugh, Heidi Miller, Sandy Steele): New to bargaining? Looking for strategies to improve the bargaining experience? Bargaining 101 will go step-by-step through the keys to successful bargaining, including composition of the team, roles and responsibilities of team members, norms of behavior, communication, early organizing for settlement and more.

**Bargaining 201** (Gregg Hixenbaugh, Heidi Miller, Sandy Steele): Ready for the next level of bargaining? Bargaining 201 is intended for the experienced bargainer who is looking to dive in to the weeds and discover how to get the most of their team, how to deal with internal and external conflict, how to judge local power, clarity of language, and much more.

**Because Our Students Deserve the Best** (Angela Miller, Mark Shoup): Great teachers help create great students. Research is clear that an inspiring and informed teacher is the most important school-related factor influencing positive student learning. So, it's critical to pay close attention to how we train and support Indiana educators. The best professional development is ongoing, experiential, collaborative and connected to and derived from working with students.

Through its Professional Resource Center (PRC) and its programming, ISTA is committed to provide ongoing and regular opportunities for our members—no matter their level of experience—to learn from each other. Ongoing professional development through the PRC keeps educators up-to-date on new research on how children learn, emerging technology tools for the classroom, new curriculum resources, and more.



Come to this hands-on session and learn more about the PRC and what it can do for you and your colleagues—your team, your school, your district.

**Benefits** (Matt Elder, Kim Fidler): Your options for retirement. Why it matters, and how to take action. This presentation will cover the ins and outs of retirement options regardless of your age or years of service.

**Building a Membership Campaign** (Janet Abrams, Sharon Frazer, Gregg Hixenbaugh, Mark Lichtenberg, Scott Priest): In this session, learn how to build a membership plan that works for your local. Review tools and strategies that will help you build a local campaign that is purposeful and successful in making every year a great membership year! Membership is not a one person show nor a one time each year activity. Fill your tool belt, organize a plan, and make Membership a focus of your annual local efforts.

**Building Mapping** (Shane Grimes, Veronica Hobbs, Chad Hunter, Becky Smith, Ann Wilkins): Building mapping is a specific tool that can assist locals in growing membership. Mapping will help association representatives identify potential members on a building-by-building basis. This session will also offer strategies and relationship development that will aid recruitment.

**Collaboration Space:** The collaboration space is provided for teams to work on projects and share what they have learned. It is also a space for networking and sharing ideas with other local leaders from across the state. Available all day Wednesday and Thursday in Salon DE.

**Community Organizing** (Pam Dilbeck, Becky Smith, Ann Wilkins): One of the most successful trends seen across the country incorporates outreach from local associations to the community to talk bargaining, discussion and what teachers want for students. Learn how to set up Contract Action Teams to make the community aware of contract issues, the local vision for the district and who the local association is.

**Compensation** (Chris Campbell, Shane Grimes, Chad Hunter): “We have some new money”. How can we get that into the teacher’s paychecks? “We have no new money”. How can we get some compensation to teachers? Compensation—it is more than just salary. A conversation about the different types of compensation that bargaining teams and Associations should consider.

**Crucial Conversations One-on-One** (Rob Belcher, Veronica Embry, Kim Fidler, Nancy Guyott, Steve Wynn): This session assists association representatives and local leaders in how to deal with the excuses educators use to avoid becoming members. From philosophical to financial objections, this session will offer non-threatening approaches to more easily have these important, necessary conversations about membership.



**Discussion 101** (Scott Priest, Anita Vernon): The nuts and bolts of how to ensure a quality discussion with administration. The session will cover what can be discussed, what quality discussion looks like and what to do if discussion is not happening the way it should at your corporation.

**Discussion 201** (Janet Abrams, Dave Smith): This session will drill down into the specific items of discussion and review them on an individual basis. This exercise is formulated to help educators understand the importance of each discussion topic and how it can be used to influence administrators' decisions prior to implementation.

**Discussion in Practice** (Rob Belcher, Sharon Frazer): An interactive session where attendees will have the opportunity to practice their discussions technique in a friendly, supportive environment.

**ESP Community Mapping** (Pam Dilbeck, Matt Elder, Angela Miller, Dave Smith): Most education support professionals live and work in the same communities. When problems arise on the job, they often try to solve them "in-house," but with community support much more can be accomplished. Learn how to build relationships with those in the community who can influence the decision-makers (school boards, superintendents, etc.).

**ESSA** (Ben Ward, ): Learn how the new Every Student Succeeds Act (ESSA) may shape education at the state and local level.

**Evaluation & Improvement Plans** (Matt Elder, Kim Fidler, Veronica Hobbs): Evaluations are now the most high-stakes, high-stress part of teaching. In this session, learn how to support members who have inaccurate evaluations, how to challenge evaluation scores, how to write a letter of rebuttal and how to assist a teacher on an improvement plan.

**Evaluation Systems** (Caitlin Beatson, Coordinator of Teacher Recruitment and Retention, Indiana Department of Education): View sample evaluation instruments from around the state and hear from IDOE about what it looks for when reviewing tools submitted by school districts.

**"Fifty Shades of Grey" Hair** (Sarah Borgman, Rod Ellcessor, Ginger Calhoun): Considering retirement? Join this session to find out what to do, when to do it and how to do it. Learn about what the law requires, the structure and work of ISTA-Retired, Retired elections, and the do's and don'ts in the process before, during, and after retirement.

**Finance** (Shane Grimes, Chad Hunter): This session will analyze the necessary school finance documents in preparation for bargaining. The session will include the various funds in a budget, the different forms used for reporting and how this impacts your bargaining team and its decisions at the table.



**Financial Health for Local Leaders** (Jennifer Clutter, Callie Marksberry, Matt Whitson): Not just for treasurers—this session will review the fiscal health of local associations and how to avoid common pitfalls that create headaches in locals.

**Going Bananas?! See How PRC & National Board Certification Can Make Your Local Association More Appealing!** (Angela Miller, Mark Shoup): This session will provide information about the National Board Certification of Teachers (NBCT) process and highlight the recent changes. In addition, strategies will be shared for how to use NBCT and the ISTA Professional Resource Center in organizing around professional issues in your local association.

**Hard Questions** (Chris Campbell, Heidi Miller, Sandy Steele, Anita Vernon): “It’s too much!” “You’re too mean!” “I don’t like unions!” Have you heard these responses from non-members? Learn how to answer these issues and many others. This session will be interactive. Bring your questions and your creative responses.

**Impasse** (Chris Campbell, Nancy Guyott): What is it? How does it work? How long does it last? Is it worth going through?

**Media Training and Messaging** (Kim Clements-Johnson, Keith Clock, Kara Seward): Designed for local leaders, this hands-on media training will include mock, on-camera interviews to prepare leaders to answer reporter questions with confidence and land articles in the local media market. Learn effective interview techniques and best practices for pitching the press using the most impactful and effective messages to support public education.

**New Hires** (Leslie Brown, Cheryl Fenton, Deb Jackson, Ben Yoder): Rolling out the “welcome wagon” and sharing a big dose of Hoosier hospitality can go a long way in attracting new hires to join the Association. Local presidents will share their exciting and effective programs and support for new employees to their district.

**Presidents** (Keith Gambill, Teresa Meredith): New President? Returning president? There’s a session for that! Share with colleagues what’s working in your local and seek guidance from peers on challenges facing your local.

**Q&A with Gail** (Gail Zeheralis): Legislative changes impact the work of the Association. This session allows participants to drive the conversation in a question/answer format with ISTA’s Chief of Government Relations.

**Strategies for Improving Communication in Your Local** (Mark Lichtenberg, Scott Priest, Steve Wynn): Today, organizations of all sizes use multiple strategies to ensure effective communication. Local associations should be no different. What social media tools are available? Can we use text messaging for free? How do I know if my members are opening my email? Are some tools more effective for specific purposes than others? In this session, learn all these things and get an overview of some emerging digital tools for communicating with members.

