



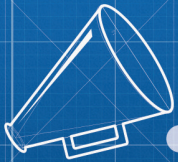
# CAMPUS TO COMMUNITY

Raise Your Hand Texas® Leadership Symposium

LEADERSHIP



# BLUEPRINT: REINVENTING PUBLIC EDUCATION



MARKETING

LEGISLATIVE



**RAISE**<sup>SM</sup>  
YOUR HAND TEXAS

# Conference at a Glance

Thursday March 3, 2016

9:30 am **Registration Opens**

11:00 am – 11:30 am **Buffet Luncheon**

11:30 am – 12:15 pm **Welcome**  
Dr. David Anthony  
Dr. André Morgan  
*Cibolo Canyon Ballroom 1–5*

12:15 pm **Break**

12:30 pm – 1:45 pm **Plenary Session: Group A  
Campus Culture +  
Community Connection**  
Principal Lynn Ojeda  
Principal Quinton Courts  
*Cibolo Canyon Ballroom 1–5*

**Plenary Session: Group B  
Raising Blended Learners<sup>SM</sup>**  
Cat Alexander  
*Cibolo Canyon Ballroom 6*

1:45 pm **Break**

2:00 pm – 3:15 pm **Plenary Session: Group A  
Raising Blended Learners<sup>SM</sup>**  
Cat Alexander  
*Cibolo Canyon Ballroom 1–5*

**Plenary Session: Group B  
Campus Culture +  
Community Connection**  
Principal Lynn Ojeda  
Principal Quinton Courts  
*Cibolo Canyon Ballroom 6*

3:15 pm **Break**

3:30 pm – 4:45 pm **Link to the Legislature**  
Lauren Cook, Dr. David Anthony  
*Cibolo Canyon Ballroom 1–5*

4:45 pm **Break**

5:00 pm – 6:15 pm **Breakout Sessions**  
*Cibolo Canyon Ballroom 6–11 and Dogwood*  
Reference the **Breakout Session Chart**

6:15 pm **Break**

6:30 pm **Dinner/Keynote Address:  
Strengthening Texas through Student Success**  
TEA Commissioner Mike Morath  
*Cibolo Canyon Ballroom 1–5*

Friday

March 4, 2016

7:00 am **Buffet Breakfast**

8:15 am – 9:45 am **Plenary Session: Group A Family Engagement**  
Dr. Karen Mapp  
*Cibolo Canyon Ballroom 1–5*

**Plenary Session: Group B Classroom Practice and Mini Case Study**  
Dr. Katherine Merseth  
*Cibolo Canyon Ballroom 6*

9:45 am **Break**

10:00 am – 11:30 am **Plenary Session: Group A Classroom Practice and Mini Case Study**  
Dr. Katherine Merseth  
*Cibolo Canyon Ballroom 1–5*

**Plenary Session: Group B Family Engagement**  
Dr. Karen Mapp  
*Cibolo Canyon Ballroom 6*

11:30 am **Break**

12:00 pm **Lunch/Closing Remarks**  
Dr. Katherine Merseth  
Dr. David Anthony  
*Cibolo Canyon Ballroom 1–5*

## Plenary Session Group Designation

### Group A:

*Principals from Regions 1–10*

### Group B:

*Principals from Regions 11–20*

## Breakout Sessions

<b>Room:</b> <i>Cibolo Canyon Ballroom 6</i>	<b>Room:</b> <i>Cibolo Canyon Ballroom 7</i>	<b>Room:</b> <i>Cibolo Canyon Ballroom 8</i>	<b>Room:</b> <i>Cibolo Canyon Ballroom 9</i>	<b>Room:</b> <i>Cibolo Canyon Ballroom 10</i>	<b>Room:</b> <i>Cibolo Canyon Ballroom 11</i>	<b>Room:</b> <i>Dogwood</i>
<b>Region:</b> <i>3, 4, 5</i>	<b>Regions:</b> <i>8, 9, 10, 11, 14</i>	<b>Region:</b> <i>20</i>	<b>Regions:</b> <i>6, 12, 13</i>	<b>Region:</b> <i>19</i>	<b>Regions:</b> <i>16, 17, 18</i>	<b>Regions:</b> <i>1, 2, 7, 15</i>



**Dr. David Anthony**  
Chief Executive Officer  
Raise Your Hand Texas

## Welcome Address

The olden days of public education are gone. The factory model is outdated. The new economy demands new skills from graduates, and new approaches from educators.

It is time to reinvent public education for the 21st century, from the inside. If we don't, someone else will do it for us, from the outside.

Many of you are already on your way. You started down that path by applying for the Harvard or Rice REEP program, competing for a Raising Blended Learners<sup>SM</sup> grant, or something equally audacious. You are pushing your teachers and staff to think differently, and do what is best for all students. You are inviting parents and civic and business leaders into your vision. You are building relationships with lawmakers. You are standing up and owning your story. You are reinventing what schools can be.

Reinvention is usually hard, often messy, and never linear. Just like leadership. And yet here we all are, in it, together. Empowering each other. Coaching each other. Holding each other accountable.

Because we all believe, we all know, the future of Texas is in our public schools.

Let's do this.

*David Anthony*

# General Information



Your name badge is your admission ticket to all sessions. Please wear your name badge at all times.

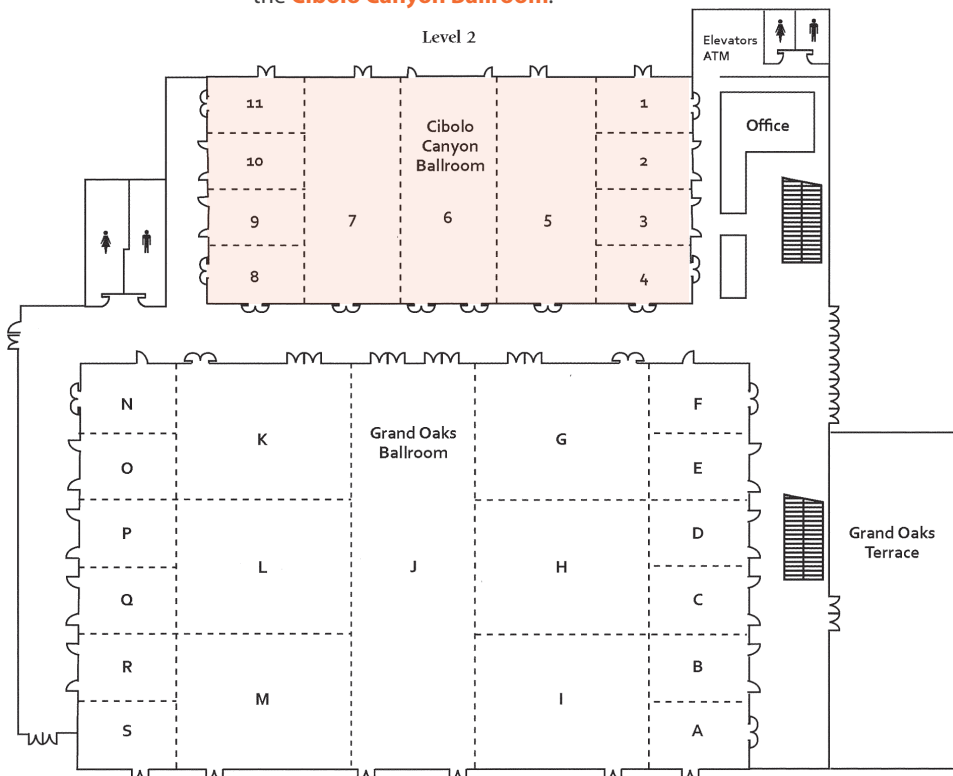
For all social media posts, we ask that you use **@RYHTexas** and **#Campus2Community**.

## ON-SITE ASSISTANCE

Raise Your Hand® staff members are available to assist with any questions or needs during the conference. Staff members are stationed in the registration areas as well as monitoring individual conference sessions. Also, take advantage of the hotel's "red coat service" personnel should you have questions.



All conference activities will be held in the **Cibolo Canyon Ballroom**.



Help us tailor future events to your needs. After the Leadership Symposium closes, please answer a quick survey at [RaiseYourHandTexas.org/survey-symposium](https://RaiseYourHandTexas.org/survey-symposium).

A portrait of Dr. André Morgan, a man with a mustache, wearing a dark suit, a light purple shirt, and a patterned tie. He is smiling and looking directly at the camera. The background is a blurred indoor setting.

**Dr. André Morgan**  
*Program Director*  
Raise Your Hand Texas

## Campus To Community

When Thomas Jefferson founded the University of Virginia, he did so with a goal of creating an atmosphere where students could become increasingly aware of the importance of careful analysis of issues, presentations of both sides of an argument, and reasoned resolution of differences.

We recognize that each of you has similar goals for the students you serve and that may come with a few obstacles. Our goal at Raise Your Hand Texas is to help you overcome these challenges. That is why we have invested \$15 million to support principal development across the state. As we focus on your enhancement, we also support the learning of the more than 5 million students you impact daily.

This leadership symposium is dedicated to furthering your capacity. It is our hope that you will not utilize the information as short-term fixes, but as the baseline for developing innovations on your campus and in your districts.

This year, we are focused on campus-to-community partnerships. Given today's hypercompetitive global job market, some communities are focusing on what the future holds for its youngest members, and the role of public schools in creating a productive citizenry.

To address such concerns, leadership development is a prominent feature of this symposium. Other components of this conference include family engagement, blended learning, political navigation, and branding your campus. These sessions will prepare you to expand impactful campus and community relations.

We are elated to host you at this symposium. As we support efforts to reinvent public education, we are supporting you for success, and Texas students for life achievement.

*André S. Morgan*



REINVENTING PUBLIC EDUCATION  
FOR THE  
**21<sup>ST</sup> CENTURY**  
TAKES **ALL OF US.**



## If you believe ...

- ✓ Our public schools are the best, and only, entities equipped to prepare all 5 million+ Texas students who make up the future workforce and civic leaders of our state
- ✓ Decisions about our schools should be made as close to the students as possible
- ✓ Tax dollars must remain within the transparent, accountable, and inclusive public school system

## JOIN US.

You already receive the alumni e-newsletter, but now you can take the next step and **add your name as a supporter.**

[RaiseYourHandTexas.org/Support](https://RaiseYourHandTexas.org/Support)



# Thursday, March 3

## CAMPUS CULTURE + COMMUNITY CONNECTION

*How to market more than a message*

*Cibolo Canyon Ballroom 1–5*

**Group A:** *Regions 1–10*

12:30 pm – 1:45 pm

*Cibolo Canyon Ballroom 6*

**Group B:** *Regions 11–20*

2:00 pm – 3:15 pm



**Quinton Courts**

*Principal*

**Leonides Gonzalez  
Cigarroa, M.D.  
Elementary School**

**Principal Quinton Courts** is principal of Leonides Gonzalez Cigarroa, M.D. Elementary School in northwest Dallas. He was formerly an Assistant Principal at Stevens Park Elementary in Oak Cliff and he formerly taught fourth grade bilingual math at Dallas ISD's John J. Pershing Elementary School in the Preston Hollow neighborhood. This coming year is his ninth year as an educator. He has also previously taught in Houston ISD for one year and in Camden, New Jersey, for two years where he served as a Teach For America corps member.

Quinton was born and raised in Kansas City and earned the International Baccalaureate Diploma upon graduation from Sumner Academy of Arts & Science. He later went on to attend Rice University in Houston, Texas where he graduated with a B.A. in History and Hispanic Studies. In college, he had the opportunity to study in Barcelona, Spain as well as study the French, Portuguese, and Russian languages. Quinton has taught every grade from fourth through eighth and his life has been enriched by his experiences with the more than one thousand students he has served.





**Principal Lynn Ojeda** Born and raised in Longview, Texas, Lynn Ojeda joined Plano ISD in 1991 upon her graduation from Stephen F. Austin State University where she achieved her Bachelor of Arts degree in Spanish, English, and Secondary Education. Ms. Ojeda's career in education encompasses serving 13 years as a Spanish teacher and earning honors including being named Haggard Middle School's Teacher of the Year as well as being named the Texas Middle School Spanish Teacher of the Year by the Texas Foreign Language Association.



**Lynn Ojeda**  
*Principal*  
Plano ISD

Ms. Ojeda earned her Master's Degree in Secondary Education with specialization in English and Linguistics in 1999 from the University of North Texas. She later returned to UNT to earn a second Master's Degree in Educational Administration in 2007. Ms. Ojeda has served as school administrator for 13 years including serving as principal of Williams High School where she opened the Plano ISD Health Sciences Academy in 2013. Collin County LULAC Council named Ms. Ojeda Educator of the Year in 2013.

Ms. Ojeda served on the Visioning Committee for academy programs in Plano ISD and is currently principal of Plano ISD Academy High School, an innovative, project-based 9th-12th grade learning community committed to fostering a professional environment, inspiring creativity, and empowering students to collaborate and compete in a rapidly changing world. With an emphasis on science, technology, engineering, arts, and mathematics (STEAM) and interdisciplinary connections, student learning is anchored in real world experiences which rely on continuous collaboration with others both inside and outside the school.



# Thursday, March 3

## RAISING BLENDED LEARNERS<sup>SM</sup>

*Powering student-centered learning at scale*

*Cibolo Canyon Ballroom 6*

**Group B: 11–20**

**12:30 pm – 1:45 pm**

*Cibolo Canyon Ballroom 1–5*

**Group A: Regions 1–10**

**2:00 pm – 3:15 pm**



**Cat Alexander**

*Director of  
Blended Learning  
Raise Your Hand Texas*

**Cat Alexander** is Director of Blended Learning at Raise Your Hand Texas, leading the Raising Blended Learners Initiative. The initiative is helping Texas district and school teams implement blended learning strategies that transform instructional practices, shift to more effective pedagogical models, and lift student achievement in districts across Texas.

Prior to this role, Alexander was a consultant for the Bill and Melinda Gates Foundation and also served as a Program Officer at the Michael and Susan Dell Foundation where she designed and led investments in blended and personalized learning in district and charter schools across the country. Alexander was also the founding Chief Operating Officer for Rocketship Education, the first blended learning charter network in the country.



## LINK TO THE LEGISLATURE

*Legislative recap and building effective relationships with lawmakers*

*Cibolo Canyon Ballroom 1-5*

3:30 pm – 4:45 pm

**Lauren Cook** has been part of the Raise Your Hand Texas team since 2012. Serving as a “utility player,” she supports the marketing, policy, and research teams as a contributing writer, analyst, and strategist.

Cook has 10+ years experience in Texas public education reform, having served two sessions as a legislative aide in the Texas Senate and as Director of Communications for a school finance think tank.

Her career focus is effectively communicating about public policy and its role in improving learning opportunities for Texas students, while also educating and engaging stakeholders and the public about meaningful education reform. Cook holds a Bachelor of Arts degree in English and a Master of Arts degree in Spanish, both from the University of Texas at Austin.



**Lauren Cook**

*Communications and  
Public Policy Consultant*  
Raise Your Hand Texas

**Dr. David Anthony** joined Raise Your Hand Texas as Chief Executive Officer in July 2011. He has dedicated his extensive and successful career to public education, which most recently includes leading the Cypress-Fairbanks Independent School District, the third largest district in Texas, for seven years as superintendent. Dr. Anthony also served as superintendent for McKinney, Texas City, Mount Pleasant, and High Island independent school districts.

Dr. Anthony holds a Bachelor of Arts degree in English and History from East Texas Baptist University, and both a Master of Education in Secondary Education and a Doctorate in Educational Administration from Northwestern State University. He is a graduate of both The Aspen Institute and the Advanced Management Program at Harvard Business School.



**Dr. David Anthony**

*CEO*  
Raise Your Hand Texas



# Thursday, March 3



**Mike Morath**

Texas Education  
Commissioner  
TEA

## STRENGTHENING TEXAS THROUGH STUDENT SUCCESS

*Cibolo Canyon Ballroom 1-5*

6:30 pm

**Mike Morath** was appointed Texas Commissioner of Education by Gov. Greg Abbott and began serving on Jan. 4, 2016. As Commissioner, he heads the Texas Education Agency, which oversees pre-kindergarten through high school education for approximately five million students enrolled in both traditional public schools and charter schools.

Commissioner Morath previously served on the Dallas Independent School District (DISD) board of trustees. In his more than four years on the board, the district saw two bond ratings upgrades, a \$200 million increase in fund balance and major improvements in auditing. By his final year, DISD had seen a 13 percentage point rise in kindergarten readiness,

a nine percentage point gain in fourth grade reading proficiency on the National Assessment of Educational Progress (NAEP), an 11 percentage point increase in graduation rates, and minority student performance on Advanced Placement tests that outpaced all large urban districts in the country.

A strong advocate of public education, Commissioner Morath graduated from Garland High School in the Garland Independent School District. Thanks to a great public school education, he earned his Bachelor of Business Administration degree, summa cum laude, from George Washington University in two-and-a-half years.



## Education leaders are innovating to meet the needs of 21st century learners.



“I remember the look, feel, and smell of the school, and knowing that I was going to have an impact on hundreds of children and teachers. And it washed all over me from head to toe ... I knew in that moment this is the job I’m *supposed* to do.”

**Letty Roman, Principal**  
Cedric Smith Elementary School  
Magnolia ISD  
Raise Your Hand Texas Alumna ('14)

Journey into the immersive stories of people, schools, and organizations across Texas that are reinventing public education for the future.

[RaiseYourHandTexas.org/stories](https://RaiseYourHandTexas.org/stories)

**RAISE**<sup>SM</sup>  
YOUR HAND TEXAS



# Friday, March 4

## FAMILY ENGAGEMENT

*Cibolo Canyon Ballroom 1–5*

**Group A: Regions 1–10**

**8:15 am – 9:45 am**

*Cibolo Canyon Ballroom 6*

**Group B: Regions 11–20**

**10:00 am – 11:30 am**



**Dr. Karen Mapp**

*Senior Lecturer  
on Education*

**Harvard Graduate  
School of Education**

**Dr. Karen L. Mapp**, is a senior lecturer on education at the Harvard Graduate School of Education (HGSE) and the faculty director of the Education Policy and Management master's program. Over the past 20 years, Mapp's research and practice focus has been on the cultivation of partnerships among families, community members, and educators that support student achievement and school improvement. She has served as the co-coordinator with Mark Warren of the Community Organizing and School Reform Research Project and as a core faculty member in the Doctorate in Educational Leadership Program at HGSE. She is a founding member of the District Leaders Network on Family and Community Engagement, is a trustee of the Hyams Foundation in Boston, and is on the board of the Institute for Educational Leadership in Washington, D.C.

Mapp currently serves as a consultant on family engagement to the United States Department of Education in the Office of Innovation and Improvement. Mapp joined HGSE in January 2005 after serving for 18 months as the deputy superintendent for family and community engagement for the Boston Public Schools.

Mapp holds a doctorate and master's of education from the Harvard Graduate School of Education, a master's in education from Southern Connecticut State University, and a bachelor's degree in psychology from Trinity College in Hartford, Conn. She is the author and coauthor of several articles and books about the role of families and community members in the work of student achievement and school improvement.



## CLASSROOM PRACTICE AND MINI CASE STUDY

*Cibolo Canyon Ballroom 6*

**Group B:** 11–20

8:15 am – 9:45 am

*Cibolo Canyon Ballroom 1–5*

**Group A:** Regions 1–10

10:00 am – 11:30 am

**Katherine Merse**th’s work concentrates on charter schools, teacher education, mathematics education, and the case-method of instruction.

At Harvard University, Merseth founded the Harvard Children’s Initiative, a university-wide program focusing on the needs of children as well as the School Leadership and the Teacher Education Programs at the School of Education. In mathematics education, she was the principal investigator of the Mathematics Case Development Project funded by the National Science Foundation (NSF) and the Massachusetts Math and Science Partnership working with middle school mathematics teachers using classroom based cases; she also served as co-principal investigator of the Teacher Education Addressing Mathematics and Science in Boston and Cambridge Project. Her book, *Windows on Teaching Mathematics: Cases of Secondary Mathematics Classrooms* (Teachers College Press), represents work in mathematics education and the case method while her involvement as a case method teacher of school administrators exists in her *Cases in Educational Administration* (Longman).

Internationally, she has edited two volumes of cases about classroom practice in South Africa and Chile. In the charter field, she recently concluded a two year study examining best practices in high performing urban charter schools which culminated in the award winning book, *Inside Urban Charter Schools* (Harvard Education Press). Recently, Merseth was awarded a Harvard Initiative on Teaching and Learning (HILT) award to explore the use of a new technology platform to enhance the teaching of controversial topics. Merseth teaches in the General Education Program of Harvard College.



**Dr. Katherine  
Merse**th

*Senior Lecturer  
on Education*

**Harvard Graduate  
School of Education**



# Regional Directors



## **PAUL COVEY**

*El Paso Regional Director; Region 19  
Principal, Valle Verde Early College  
High School  
Ysleta ISD*



## **DR. WENDY ELDREDGE**

*Dallas/Ft. Worth Regional Director;  
Region 10, 14  
Area Director  
Garland ISD*



## **MATT POPE**

*Austin Metropolitan Regional Director;  
Regions 6, 12, 13  
Senior Program Director  
of RAISEup Texas  
E3 Alliance*



## **NANCY TRENT**

*South Houston Regional Director;  
Region 3, 4, 5  
Principal, Alief Middle School  
Alief ISD*





**DR. ANDRÉ MORGAN**

*South Texas Regional Director;  
Regions 1, 2, 7, 15.*  
Program Director  
**Raise Your Hand Texas**



**DR. CHERYL HENRY**

*North Houston Regional Director;  
Region 4*  
Principal, Cypress Springs High School  
**Cy-Fair ISD**



**DR. BARRY LANFORD**

*San Antonio and South Texas Regional  
Director; Region 20*  
Executive Director of Facility  
Maintenance and Operations  
**North East ISD**



**SANDY WHITLOW**

*Panhandle Regional Director;  
Regions 16, 17, 18*  
Executive Director of  
Student Performance  
**Amarillo ISD**



**KELLY WILKERSON**

*Dallas/Ft. Worth Regional Director;  
Region 8, 9, 11*  
Executive Director of Elementary  
Education and Federal Programs  
**Mineral Wells ISD**

To learn more about all the regional directors, visit:

**[RaiseYourHandTexas.org/programs/regional-directors](https://RaiseYourHandTexas.org/programs/regional-directors)**

# Our Mission

Raise Your Hand Texas advances public education by igniting fiercely innovative leadership and advocacy for our state's 5 million+ students.

## What We Believe

Public education is an investment in the future.

Investing in a well-educated citizenry is critical to a strong economy and a strong Texas.

Public schools educate more than 90% of our children and are the best and only entities equipped to prepare all 5 million+ Texas students to become college and career ready.

Attempts to defund or dismantle public schools negatively impact students, especially those from low-income and diverse families.

Texas public schools can be strengthened through responsible and scalable reform within the schools.

Improving public schools requires all of us – parents, teachers, administrators, business and community leaders.

## How We Are Different

Many other organizations represent niche groups (special needs, ESL, parents, teachers) We are the only nonprofit focused solely on the interests of all 5 million+ public school students in Texas.

We operate from proven, research-based education and management approaches – not particular ideological or political positions.

## What We Do

We invest millions each year developing strong leaders and driving innovation on school campuses through leadership development programs in partnership with Harvard and Rice Universities and E3 Alliance, through the Raising Blended Learners Initiative, and through other grants. These programs are designed to advance school management practices as well as enhance teacher effectiveness.

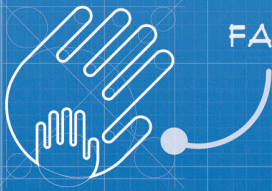
We advocate on behalf of the interests of Texas' 5 million+ public school students at the state legislature and the State Board of Education. We support public policy that strengthens public schools and challenge policy that weakens public schools.

We educate and engage the public through grassroots outreach efforts across the state.

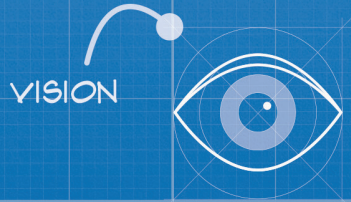
## Become a Supporter

Help us spread the word — become a supporter today by visiting [RaiseYourHandTexas.org/Support](https://RaiseYourHandTexas.org/Support).



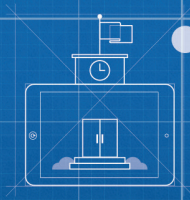


FAMILY ENGAGEMENT



VISION

THE FUTURE OF TEXAS IS  
IN OUR PUBLIC SCHOOLS.



BLENDED

**RAISE**<sup>SM</sup>  
YOUR HAND TEXAS

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