

# NDSBA Annual Convention, October 29-30, 2015

## Thursday, October 29<sup>th</sup>

### Opening Session-

Comedian and commentator Jimmy Tingle titled his speech *Making Comic Sense*.

## Friday, October 30

### General Session-

***Welcome to the Great Conversation: Building Public Support for Public Schools—One Community at a Time***, was presented by Jamie Vollmer. Mr. Vollmer is an advocate for public education working to help students succeed.

Some statements made:

- Schools have added a lot of programs over decades but there has been no increase in time spent in the classroom.
- It is morally imperative to teach every child to the best of their ability. Help unfold all potential of every child.
- 5 S'—Have to make this in every community:
  - STOP bad mouthing schools
  - SHIFT attention from negative to positive
  - SHARE something positive everyday
  - SUSTAIN the effort—ask 1x week what positive thing have you said this week?
  - START now!!!

### Clinic Sessions:

***Building Your Social Media Strategy in a Fast-Paced Communications World*** by Scott Wild

- Social Media:
  - It is not a department
  - It is not a broadcast channel
  - It is not a brochure
  - It is a verb
- The age of citizen journalism is here!
- Twitter is Real-time communication, conversational not commercial
- Every school/person needs a blue-print—3 questions need to be kept in mind when trying to build your blueprint. You must plan for function **before** you build. The goal: Online to In-Person. 3 questions that must be kept in mind:
  1. Who do you provide solutions for? List the primary audience—each individually
  2. What do they need, want, ask for? (Where do they itch?)
  3. What do I want them to do?
- We value ourselves or we add value to social media
- Adapting goal/blueprint when you have an out of control situation. Be careful what photos are posted on your social media.
- Does your emergency plan include social media tools?
- It's all about going from online to face-to-face

- Take care of the media and they will help you
- It's time to educate: Education is constantly EVOLVING. Issues are real, at the speed of light.
- We MUST help students make good choices. Education can save careers and save lives.
- More information can be found at commonsensemedia.org, [Scott@triviatour.com](mailto:Scott@triviatour.com), 701-595-4642
- 3 final thoughts:
  - MOBILE is the new inbox! We don't find news, the news finds us.
  - Build your social currency first. You thank them, be a good creeper first then ask for help occasionally.
  - Technology doesn't care about us. It is moving on!

### ***Student Data Privacy***

- A lot of people are talking about student data.
- Student data needs to be given an opt out for parents
- If teachers make personal notes on students, parents don't have the right to that, unless those notes are shared among other teachers.
- PII–school board has to approve permission of sharing student data
- CIPA–Children's Internet Protection Act–addresses concerns of Internet access
- COPPA–Children's Online Privacy Protection Act–controls data collected from children under 13
- PPRA–Protection of Pupil Rights Amendments–Outlines what information student can be asked on federally funded surveys or evaluations
- FERPA–Family Educational Rights and Privacy Act–Outlines parent's rights to their children's education record and restricts access and use of that information.
- NSLA – National School Lunch Act– protects free and reduced student data
- NDSBA has published a sample of a Student Data Privacy and Security Policy
  - It is important to understand definitions
  - Designation and responsibilities of privacy officers
  - Information Release Safeguards
  - Classroom use of instructional tools requiring release of student information
  - Data Policy
  - Information Storage and destruction of data
  - Directory of information
  - Personally identifiable information
  - When parental consent is required
  - 504 Plans/IEPs
  - Policy violations
  - Training
- Student Data Flow
  - Data Agreements
    - DPI: [nd.gov/dpi/data/SLEDS/release](http://nd.gov/dpi/data/SLEDS/release)
    - SLDS (public area)
    - LEA authorization (student level data)
  - Security Administration–Superintendent or designated individuals
  - District Account Administration
    - Building facilitator or Tech Director

- Office 365
  - Yearly process starting Fall 2016–re-authorization of non-auto users
  - Non-Auto users-admin assist, paraprofessional
- Staff Department Checklist–sheet available from NDSBA

### ***Education/Business Partnerships: A Vital Key to Success***

- How partnerships usually happen: ID need > Build Program > Find Partners
- How does that model limit your success?
- What do partners want?
  - Problem 1: Not a partnership if you set the goals
  - Problem 2: Tunnel Vision
- NEW Model: Find Partners > ID Need > Build Program
- What do education partners want?
  - Return on investment
  - Want things that work
- What do educators want?
  - Understanding
  - Not everyone knows tech terms, so cut the jargon, it will help
  - Community Support
  - Respect
  - Professional Support
- WARNING: Do NOT assume you know what your partnership wants/needs!
- Partnership of Equals: Partnership work is NOT charity work: each partner receives value
- Remember the NEW MODEL: Find Partners > ID Need > Build Program
- Business and Schools need each other, find ways to help each other
- If at first you don't succeed, try again!
- Check with chamber if people/businesses are interested in working with schools
- Create advisory committee ½ business ½ school. Reach out and have conversations.
- We will have flops, but continue to try. Possible suggestions for businesses to reach out to:
  - Floor workers
  - Accounting
  - Marketing
  - HR
  - BNSF
  - Solar Bee
  - CHS
  - TMI
  - Oil companies
  - Butler
- Look at it from a Problem Based Learning perspective.

### **Afternoon General Session**

Dr. Jean Twenge, Professor of Psychology at San Diego State University, is author and presenter of ***Generation Me***. She spoke on the differences between Narcissism and Self-Esteem.

## **Clinic Sessions:**

### ***Home Schooling – The FACTS***

DPI Assistant Director Gwyn Marback presented facts and answered questions regarding rules and guidelines districts must follow with home schooled children. She handed out a copy of the Century Code that relates to Home Schooling.

- Student must file in the district of residence. Must do sports/extra classes in district of residence. (Cannot open enroll in another district and then file to home school in the same district as had open enrolled. They MUST file in district of residence.)
- Academic Records–Parents need to keep a file of education. If student chooses to attend school the education file must be handed over to the district.
- Home Monitoring:
  - If parent doesn't meet qualifications, District must monitor for at least 2 years.
  - Test scores: If child is under 50% on test then district must monitor.
  - If educational needs of students are not being met, district must file "educational neglect" with the state.
- High School Diploma: The district MAY issue a diploma (policy on issuance of diploma are possibly necessary to be in place). Make sure home school kids are following all district requirements to receive a district high school diploma.
- State Aid/Liability:
  - The district receives no state aid in any form unless the kid is taking a class
  - IEP students can still receive help at the district when the time is scheduled.
  - No agency is held liable after 2 weeks of going to home schooling.
- Letter of intent has to be filed when a child is 7/ 1<sup>st</sup> grade.
- Test scores have to be filed with district, if they have not opted out, by July 1.