



maaps 2014 Summit on Leadership and Public Relations
October 17, 2014
Best Western Royal Plaza, Marlborough, MA

Conference at a glance:

7:45	AM	Registration, Exhibitor Networking, Continental Breakfast
8:45	AM	Concurrent Sessions A
10:15	AM	Break and Exhibitor Networking
10:30	AM	Teak Media+ Communication Presentation
10:45	AM	Keynote Address by Commissioner Mitchell Chester, DESE
11:30	AM	Lunch
12:15	PM	Break and Exhibitor Networking
12:30	PM	Concurrent Sessions B
2:00	PM	Break and Exhibitor Networking
2:15	PM	Concurrent Sessions C
3:45	PM	Adjourn

What can the maaps Summit on Leadership and Public Relations offer you?

All workshops are open for you to attend, but you can use this guide to find out what workshops best suit your needs!

Are you looking to upgrade your supervisory skills toolbox?

- A1: Getting the most from yourself and your team: Two models of leadership practice
- B1: Quiet Leadership: Six steps to transforming performance

Do you need help with marketing and public relations?

- A4: Marketing Matters! Strategies for marketing maaps member schools
- B4: Leveraging the power of the media for **maaps**
- C3: Crisis management: Legal and public relations implications

Are you an Education Director considering on-line curricula?

- B3: Considerations for effective use of E-learning opportunities for students with disabilities

Are you on a CEO track?

- A3: Before, during and after retirement: A discussion about lessons learned
- C2: Getting your Board on board!

Is your primary role in the technology department?

- A2: Do you know where your information is?? A look at preventing and recovering from a “technology disaster”!
- B2: “Be Prepared”: Essential components of a Business Continuity and Disaster Recovery Plan

Are you a CFO?

- A2: Do you know where your information is?? A look at preventing and recovering from a “technology disaster”!
- B2: “Be Prepared”: Essential components of a Business Continuity and Disaster Recovery Plan
- C1: “Fundraising”: Using social media to reach and retain donors

Are you interested in fundraising?

- C1: “Fundraising”: Using social media to reach and retain donors

A1: Getting the most from yourself and your team: Two models of leadership practice

Presenters share the five essential practices outlined in the works of Kouzes and Posner, experts in leadership development. The Five Practices are: challenge the process; inspire a shared vision; enable others to act; model the way, and encourage the heart.

Based on the work of Dr. David Rock, The SCARF model involves five domains of human social experience: Status, Certainty, Autonomy, Relatedness and Fairness. We all, as human beings, have different motivators or combinations of motivators. Knowing what those are for themselves and others, helps leaders determine more successful approaches to coaching and supervision. Presenters share examples of how they use both models to improve their leadership practice and develop their teams.

Kathleen Lovenbury, Chief Executive Officer, Crystal Springs, Assonet, MA

Stephanie Ward, Vice President, Justice Resource Institute, Needham, MA

A2: Do you know where your information is?? A look at preventing and recovering from a “technology disaster”!

What constitutes a disaster? Issues can occur in many forms. Careful planning can avert disorganization and facilitate smooth recovery in most situations. This workshop will explore disaster planning and recovery and also how it relates to technology and information. The discussion will focus on what should schools need to anticipate, and how to plan. Presenters will share state and federal preparedness and reporting requirements. Personal experience with school disasters, critical response and successful recovery will be shared.

Steve Margarite, Director of Technology, Gifford School, Weston, MA

A3: Before, during and after retirement: A discussion about lessons learned

Like snowflakes, no two retirement experiences are exactly alike. Personalities, organizational culture, Board decisions, agency size, etc. all play a role in making each person's process unique to them. Come join a panel of recently retired **maaps** member schools' CEOs to hear about lessons learned, both successful and challenging, before, during and after their retirement. Session is designed to be an open forum for all those currently involved in the retirement process, even if not the retiree.

Lou Abbate, Willie Ross School, Longmeadow, MA

David Hirshberg, Germaine Lawrence (now Youth Villages, Inc.), Arlington, MA

Spencer Moore, Crystal Springs, Assonet, MA

Chris Small, Italian Home, Jamaica Plain, MA

Rick Small, Walker Home and School, Needham, MA

A4: Marketing Matters! Strategies for marketing maaps member schools

In a world of tight budgets for both school districts and **maaps** schools, marketing becomes an essential day-to-day function. Panelists offer different perspectives on the changing scene in admissions and marketing of **maaps** schools. Participants will take away ideas and strategies for making the most of their marketing dollars and efforts.

Panelists:

Frank Gagliardi, CEO, The League School, Walpole, MA; former Special Education Administrator in the public sector

Jennie Dunkley, JDK Communications, Special Educational Family Consultant and Child Advocate, South Easton, MA

Anna Thorpe, Director of Admissions and Outreach, The Guild, Waltham, MA; former Special Education Administrator

Moderator:

Elizabeth Russell, Director of Admissions, Cotting School, Lexington, MA

Break and exhibitor networking:

10:15 AM – 10:30 AM

Teak Media + Communication Presentation

10:30 AM – 10:45 AM

Keynote Address:

10:45 AM – 11:30 AM

Commissioner Mitchell Chester addresses the group on issues in special education, particularly PARCC, recent changes to anti-bullying legislation and the Department's progress on updating restraint and seclusion guidelines.

Networking Lunch:

11:30 AM – 12:15 PM

Break and exhibitor networking:

12:15 PM – 12:30 PM

Afternoon Session B

12:30 PM – 2:00 PM

B1: Quiet Leadership: Six steps to transforming performance

Improving the performance of your employees involves one of the hardest challenges in the known universe: changing the way they think. Based on the work by Dr. David Rock and supported by the latest groundbreaking research, Quiet Leadership provides a brain-based approach that will help busy leaders, executives, and managers improve their own and their colleagues' performance. Presenters will share the six steps and offer examples of how they have implemented this model in their schools. This interactive session will get you thinking about new ways of leading your team.

Kerry Ann Goldsmith, Assistant Executive Director, Devereux, Rutland, MA

Kathleen Lovenbury, Chief Executive Officer, Crystal Springs, Assonet, MA

Stephanie Ward, Vice President, Justice Resource Institute, Needham, MA

B2: "Be Prepared": Essential components of a Business Continuity and Disaster Recovery Plan

"Be prepared"! It's not just a Boy Scout slogan anymore! In this age of constant connectivity and rapid fire pace, the expectation is that organizations recover quickly and continue on with day to day business after an interruption or a crisis. For **maaps** schools this is critical because of the varied nature of the stakeholders involved: families, school districts, licensing and funding entities, employees, etc. And...while most schools have a plan for the "big crisis", it is often the smaller incidents that challenge the ability to respond. This session focuses on the practical methods to develop, test and maintain a business continuity and disaster recovery plan regardless of the nature of the interruption, big or small. Best practices and guidelines are shared including the six stages of the process: risk management; impact analysis; strategy and plan development and plan testing and maintenance. Participants will take away a solid understanding of how to put this in place at their schools.

Peter Carlson, Chief Technology Officer, Doctor Franklin Perkins School, Lancaster, MA

B3: Considerations for effective use of E-learning opportunities for students with disabilities

Session explores the early findings of a series of investigations on how online learning environments can be optimally designed and implemented to be accessible, engaging and effective for all students, including those with disabilities. Issues such as teacher training, monitoring and accountability and managing inequities in access are discussed.

Skip Stahl MS, Senior Policy Analyst, Center for Applied Special Technology (CAST), Wakefield, MA, and Co-Director, The Center on Online Learning and Students with Disabilities

B4: Leveraging the power of the media for maaps

Media is a powerful force. In this session, attendees will learn the value of and how to cultivate public relations and media attention for their schools through both traditional and social formats. Teak Media + Communications presents an overview of how the media works and the value of "the story"; developing an "elevator speech"; using meaningful sound bites and how to be a good interview source, including what not to say to an interviewer. Also covered are translating industry jargon into English, and using positive media to promote your school.

Jackie Herskovitz Russell, Teak Media + Communication, South Boston, MA

Break and exhibitor networking:

2:00 PM - 2:15 PM

Afternoon Session C

2:15 PM – 3:45 PM

C1: “Friendraising”: Using social media to reach and retain donors

Dr. Jacques' research interest has focused on Social Media; more specifically, Media Richness and how the characteristics of the Internet media impacts consumer and donor intentions. Her dissertation research showed a strong correlation between the richness of the Internet media and donor intention and loyalty. This research has evolved to meet the changing role of social media in online fundraising and 'friendraising' for nonprofit organizations. As the social media strategies evolve with new channels and new ways of using older media surface Dr. Jacques shares her expertise with many nonprofits and small businesses. Come and learn how your school can capture the fundraising potential of social media.

Janine Jacques, Ph.D., Program Chair, Digital Marketing, New England College of Business and Finance, Boston, MA

C2: Getting your Board on board!

One of the most important responsibilities of a CEO is working with a Board of Directors. This interactive session will help you understand the fundamental importance of recruitment; learn the barriers to effective board engagement and, how their board members can create value for their organizations. Also discussed are how to recruit the right people for Board service; developing relationships with Trustees, and maximizing Board involvement without inviting over involvement. Participants will have the opportunity to share their own experiences and observations of Boards.

Beth Skidmore, President/CEO, Skidmore and Company, Carlisle, MA

C3: Crisis management: Legal and public relations implications

Clark, Hunt, Ahern & Embry and Teak Media + Communication outline how **maaps** members can best navigate a crisis while maintaining legal integrity and a positive community image. Together, **maaps'** legal and communications teams will address how administrators can adeptly handle a medical, criminal, or operations situation at their schools. Effective strategies for protecting your legal rights and leveraging the inevitable media attention in a proactive way are shared. Presenters offer case studies and invite participants to share their experiences and ask questions for a lively, functional discussion about emerging from a crisis.

Jackie Herskovitz Russell, Teak Media + Communication, South Boston, MA

Hank Clark, Clark, Hunt, Ahern & Embry, Cambridge, MA

Summit adjourns

3:45



**maaps 2014 Summit on Leadership and Public Relations
REGISTRATION FORM
Best Western, Marlborough, MA
Friday, October 17, 2014**

Register online at www.maaps.org

Or you can still mail this form to: maaps, P.O. Box 845758, Boston, MA 02284-5758
or **FAX TO: 781.245.5294 by September 26, 2014**

SCHOOL/AGENCY: _____

ADDRESS: _____

CONTACT PERSON: _____ **PHONE:** _____ **EMAIL:** _____

maaps Member Registrants _____ x **\$120.00** per person = \$ _____

Non-Member Registrants _____ x **\$140.00** per person = \$ _____

REGISTERING AFTER 9/26/14

maaps Member Registrants _____ x **\$130.00** PER PERSON = \$ _____

Non-Member Registrants _____ x **\$150.00** per person = \$ _____

Check payable to **maaps** enclosed in the amount of: \$ _____

PURCHASE ORDER # _____

<u>NAME AND EMAIL ADDRESS</u>	<u>PERSONAL CARE ATTENDANT (P)</u>	<u>WORKSHOP</u>		
<u>PREFERENCE</u>	<u>INTERPRETER (I)**</u>			
(email required for notification)				
_____	_____	Enter 1st choice	A-	B- C-
_____	_____	Enter 1st choice	A-	B- C-
_____	_____	Enter 1st choice	A-	B- C-
_____	_____	Enter 1st choice	A-	B- C-

Additional registrations may be listed on a separate sheet.

REFUND POLICY: To receive a refund, a written request must be received by maaps no later than five (5) business days before the conference. Refund requests can be mailed or faxed to the maaps office to the attention of Kristen Brown. Substitutes for registrants will be accepted.

****PLEASE NOTE:** Attendees who require a sign language interpreter or a personal care attendant must register by **September 17, 2014** in order for maaps to accommodate your request.

CONSENT TO USE OF PHOTOGRAPHIC IMAGES: Registration and attendance at, or participation in, maaps meetings and other activities constitutes an agreement by the registrant to maaps' use and distribution (both now and in the future) of the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions and audiotapes of such events and activities.