WELCOME!

3RD ANNUAL
PRIORITIZING EXCELLENCE
CONFERENCE

JULY 19, 2023 • 8:30 A.M. - 4:00 P.M.

**FACE-TO-FACE CONFERENCE • ESC REGION 11
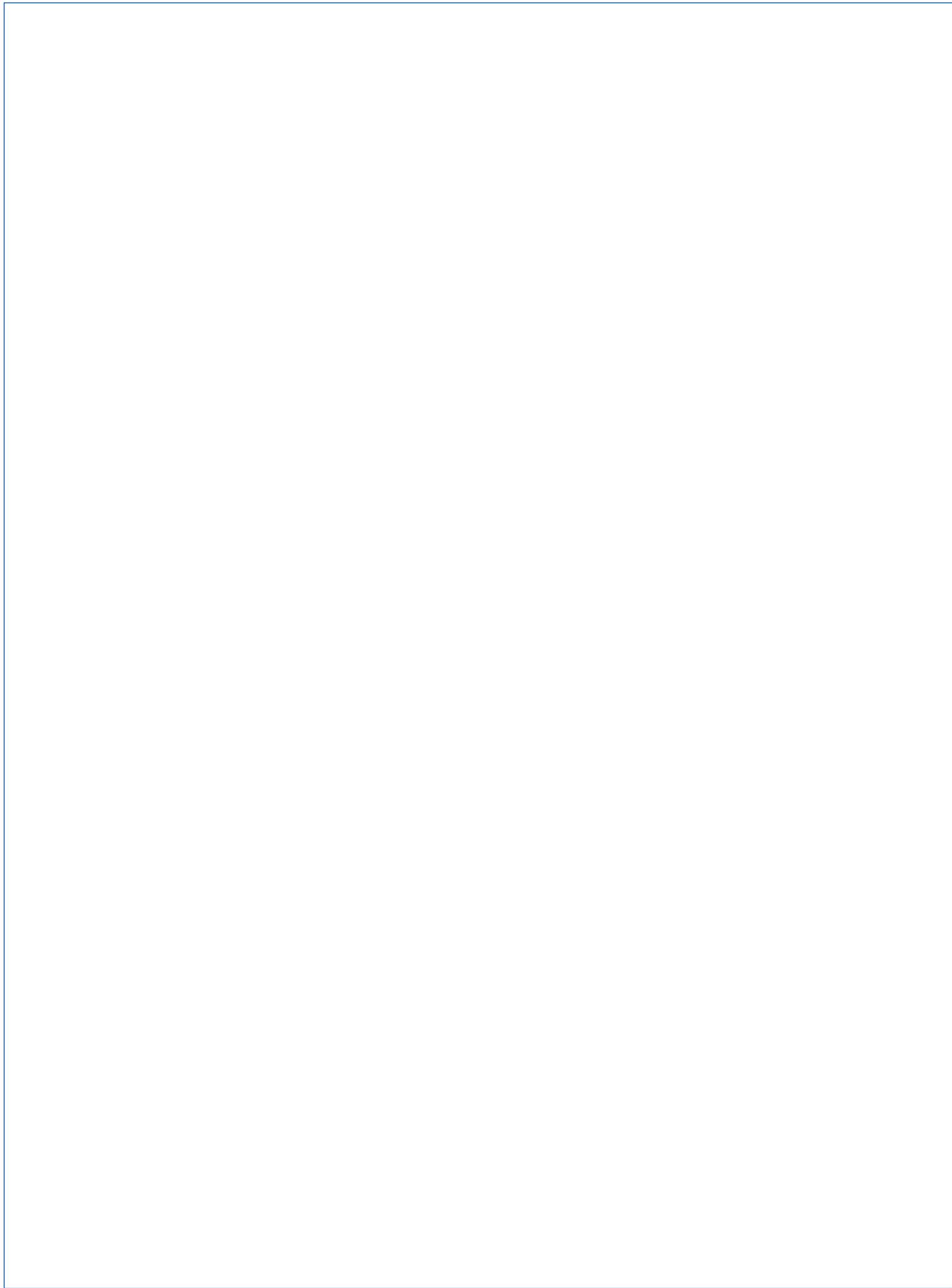6 HOURS CPE**

EDUCATION SERVICE CENTER
REGION 11

TABLE OF CONTENTS

Bringing together the best in
teaching, leading, and supporting strategies
to meet the needs of ALL educational personnel
at the campus and central office level

ABOUT THIS CONFERENCE

ESC Region 11 is one of 20 education service centers established by the Texas State Legislature in 1967 and known as the Texas System of Education Service Centers.

Who We Serve
(School Districts and Charter Schools)

As an intermediary educational agency, ESC Region 11 provides professional development, technical assistance, and management of educational programs to 76 public school districts, 16 public charter schools, 90 charter campuses, and 143 private schools. We serve a total of 582,106 total students and 77,183 educational personnel. With an area covering 10 counties in North Texas, Region 11 spans an area of 7,843 square miles, roughly equal to the state of Massachusetts in size. School districts in this region range in size from Fort Worth Independent School District's large metropolitan schools to small rural districts with only one building housing a total of 80 students in grades K-9.

Address & Phone

1451 S. Cherry Lane
White Settlement, Texas 76108
Phone: (817) 740-3600
Fax: (817) 740-7600

PEC History

ESC Region 11's Prioritizing Excellence Conference was founded in 2021 and was hosted virtually for its first year. We have welcomed more than 400 attendees at 120 sessions since 2021.

Vision

The Prioritizing Excellence Conference seeks to bring together the best teaching, leading, and supporting strategies to meet the needs of ALL educational personnel.

Mission

To provide attendees with multiple opportunities to prioritize their learning and determine their own takeaways aligned to the Effective Schools Framework by selecting a specialized conference track best suited to their personal learning goals and needs or by creating an entirely personalized agenda to experience sessions and workshops from all tracks to improve student outcomes.

ESF Alignment

All tracks provided align to the Effective Schools Framework to provide additional access and support for all schools.

EDUCATION SERVICE CENTER REGION 11

AGENDA

7:45 A.M. — REGISTRATION + CHECK IN
8:30 A.M. — OPENING REMARKS
Dr. Cathy Sewell, Deputy Director   Reghan Russell, Conference Lead

8:45 A.M. — BREAKOUT SESSIONS

NOON — LUNCH

1:00 P.M. — KEYNOTE

2:30 P.M. — BREAKOUT SESSIONS

2023 SCHED

Directions: Scan the QR code to the right using your personal device to access the conference Sched. Learn more about the presenters and our valued corporate sponsors, and create your own personalized agenda for learning.

Use the filter option to see offerings aligned to a specific ESF lever, audience, or offering type.

STRONG SCHOOL PLANNING AND LEADERSHIP

8:45 - 10:15 a.m. *(90 minutes)*

Engage A   **Moving from Effective Schools Framework 2.0 to 3:0**
Meredith Perry and Dr. Lea Devers
The Effective Schools Framework is a research-based diagnostic process created for the benefit of all schools. Since its inception, the process has been revised to add clarity to both the framework and its impact. For the 2023-2024 school year, TEA is unveiling the newest iteration with ESF 3.0. This session will compare 2.0 and 3.0 with an intentional focus on how these changes benefit campus systems.

Engage B   **Balancing Your Plate: The Art of Delegation**
Dr. Rebecca Vega and Rachel Bradley
Administrators will gain valuable information and tools to increase their delegation capacity while also building capacity in their organization.

Innovate D   **Making Time Work: An Administrator's Guide to Calendar Blocking**
Dr. Terrilyn Gray Dogbe
In today's fast-paced and demanding work environments, effective time management is crucial for administrators to stay organized, prioritize tasks, and maintain productivity. This comprehensive session equips educational leaders with the essential skills and strategies to master calendar-blocking techniques and optimize their daily schedules.

10:30 a.m. - noon *(90 minutes)*

Engage A   **Mastering Scheduling: A Lever for Change**
Carey Carter, Julie Rohleder, and Steven Funk
It may be easy to replicate the master schedule from year to year, making adjustments based primarily on the number of students in each grade or student course requests. While this may sound attractive and save time, adult needs—not student needs—may unintentionally drive it. This session will help Instructional Leadership Teams foster an intentional approach to developing a master schedule that is grounded in their priorities and the school's mission and vision statements.

Engage B   **A-F Accountability Refresh**
Elizabeth Schrader
This session is designed to build capacity around the Texas Accountability System.

2:30 - 4:00 p.m. *(90 minutes)*

Engage A   **So, You've Had an ESF Diagnostic...Now What?**
Kerresha Strickland
You belly-crawled your way through the ESF Diagnostic process, and now you have a report. But, what do you do with it? How do you share it with your stakeholders? Where do you begin the work for the 2023-2024 school year? Come engage with other principals, campus leadership teams, and DCSIs in this opportunity to explore what to do next as you leverage your report to create and lead intentional campus improvement efforts during the 2023-2024 school year. Participants need access to their last ESF Diagnostic report and a charged computer/device.

Engage B   **Using Technology to Track Student Data Relating to HB4545 and Other Academic Initiatives and Determining the Effectiveness of Specific Programs**
Chris McCammon
During the session, attendees will learn from Deputy Superintendent Christopher McCammon, SWPrep Academy in San Antonio, how their Academic team utilized technology for tracking student information for their students impacted by the TEA requirements of HB4545. Through the technology, they were also able to track information for other programs related to ESSER interventionists they have placed at each campus, tutors for TCLAS, support staff for after-school programs focusing on interventions, ADSY summer programs through TCLAS, and several other Title 1 interventions. With the data easily gathered, the Academic Team can make decisions on the effectiveness at each campus and district-wide. The data tracked for students regarding HB4545 can easily be assessed and transferred to a different school in the event that a student transfers. Teachers and tutors can easily and quickly assess and communicate information for a large number of students at one time, allowing more time for the focus of teaching rather than paperwork while giving the district time to make decisions quickly with real-time data.

STRATEGIC STAFFING

8:45 - 10:15 a.m. *(90 minutes)*

Engage C

Launching Year-Long Teacher Residencies through the Texas Strategic Staffing Model
Laura McKean
This session will focus on providing participants with an in-depth understanding of the Texas Strategic Staffing initiative, specifically highlighting the implementation and sustainability of year-long paid residencies. It will demonstrate how teacher residencies offer real-world, immersive learning experiences that effectively prepare teacher residents for the classroom, support teacher effectiveness, and ultimately improve student learning outcomes.

10:30 a.m. - noon *(90 minutes)*

Engage C

Using Innovative Technology Solutions to Save Time and Money
Christinn Jean
During the session, attendees will learn from Superintendent Christinn Jean, SWPrep Academy in San Antonio, how their leadership team utilized innovative technology solutions to help save time and money for their school district. The use of technology solutions helped to create efficiencies, which led to reducing the need for additional positions as the workload increased at each campus. They focused on HR, HR Workflows, Student Registration and Enrollment, Electronic Record Retention, Google Email, and an overall School Forms solution that impacted all their employees and departments throughout the school district. The use of Innovative Technology allowed their school district to utilize the savings to support the growth of their school and programs for their students. Mrs. Jean will share how they improved their processes and increased efficiencies in the areas of Business Administration, HR, Student Registration, and Operations.

2:30 - 3:10 p.m. *(40 minutes)*

Motivate A-B

A Case Study of Mentoring and Professional Development of Early Career Teachers
Jennifer Garcia
This session will be a presentation of the findings of my dissertation research study on mentoring and professional development of early career teachers. This session will review the setup of the research study, including the purpose and problem statements, the findings, and recommendations for future research.

2:30 - 4:00 p.m. *(90 minutes)*

Engage C   **How to Market Your Campus to Recruit High-Quality Candidates**
Tashalon McDonald
We are all aware of the current teacher shortage in the United States, but there are still strong applicants available for recruitment and hiring. This session provides some key moves to make your district and campus more appealing to experienced teachers and those new to the profession. Participants will leave with some "out of the box" ideas that will help them to recruit, hire, and retain highly qualified staff.

3:20 - 4:00 p.m. *(40 minutes)*

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POSITIVE SCHOOL CULTURE

8:45 - 10:15 a.m. *(90 minutes)*

Engage D   **From Surface-Level Family Engagement to a School Community with In-depth Passion**
Leigh Ann Turner and Andrea Crafton
This session will explore how leaders can bridge academic, leadership, and cultural foundations to enhance family and community involvement.

10:30 a.m. - noon *(90 minutes)*

Engage D   **Culture Trumps Strategy**
Dr. Jill Balzer
In this session, we will delve into the concept of school culture and its significance in creating a positive and thriving educational environment. School culture encompasses the shared beliefs, values, attitudes, traditions, and practices that shape the overall climate and atmosphere within a school community.

Participants will gain a deeper understanding of the key elements that contribute to a healthy and inclusive school culture. We will explore strategies to assess and improve existing school cultures, fostering an atmosphere of respect, collaboration, and engagement among students, teachers, administrators, and staff.

2:30 - 3:10 p.m. *(40 minutes)*

Inspire A-B   **TIL SCR Overview: Reset and Lock in School-Wide Culture and Routines**
Dr. Lea Devers
Schoolwide culture is formed by the repeated practice of good habits, beginning with a vision of what a positive, inclusive culture looks like minute by minute. Schoolwide culture routines are systems, grounded in maximizing student learning, that stay consistent throughout the school, including actions for leaders, staff, and students.

Get an overview on developing a vision for each part of the school day with highly detailed systems that enable everyone on your campus to thrive with the consistent implementation of schoolwide routines to support your positive, inclusive school culture.

POSITIVE SCHOOL CULTURE

2:30 - 4:00 p.m. *(90 minutes)*

Engage D   **Culture is Key**
Michele Drake
Culture and climate building is the key to success. It takes practice and resets to make it happen. Participants will be able to review and design a plan to address culture and climate as a result of this workshop.

3:20 - 4:00 p.m. *(40 minutes)*

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HIGH-QUALITY INSTRUCTIONAL MATERIALS AND ASSESSMENTS

8:45 - 10:15 a.m. *(90 minutes)*

Innovate A

Specially Designed Instruction Using HQIM
Jacob Klett and Liz Barraza
In this session leaders will understand how to deliver Specially Designed Instruction (SDI) in the context of HQIM by exploring SDI companion guides to HQIM products, seeing an example, and working through a case study.

Innovate B

Overview of Research-Based Instructional Strategies (RBIS) for Reading Language Arts (RLA)
Brittany Kosumsuriya
Research-Based Instructional Strategies (RBIS) RLA are 3-5 instructional strategies representing the most significant changes needed to bridge the gap between research and practice. This RLA RBIS overview session will cover Foundational Skills, Text Complexity, Knowledge Coherence, and Text-Based Responses. Participants will explore thinking differently about RLA and what changes could benefit the teachers and students they serve.

8:45 - 9:25 a.m. *(40 minutes)*

Inspire A-B

TIL LAFA Overview
Debra Wall
This session provides an overview of the Texas Instructional Leadership Lesson Alignment and Formative Assessment lever, which includes the key components of an aligned lesson plan, strong formative assessments, coaching and support of teachers by campus leadership, the roll out staff professional development, and a monitoring plan at the district and campus levels.

Motivate A-B

Eureka Math
Brittany duPont
Participants will develop an understanding of the HQIM, Eureka Math TEKS, by reviewing the components, the coherence, and alignment of the curriculum. Participants will understand the "what" and "why" of Eureka Math and see why it is one of the fastest-growing curricula in the state of Texas.

9:35 - 10:15 a.m. *(40 minutes)*

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10:30 a.m. - noon *(90 minutes)*

Innovate A　**Lesson Closure: What Did They Really Learn?**
Dr. Harrison McCoy
Regardless of the grade level or content area, teachers need to know if and what students learned during a class. The art of the "close" means finding out what students learned and how they connected to the lesson's objective. Everything builds to the close, but it is one of the most often neglected parts of the learning cycle because — out of necessity — it comes at the very end of the learning experience.

Innovate B　**Aligning Professional Development with Campus Goals:**
Creating a Year-long PD Calendar in Sync with Your CIP or TIP
Dr. Rebecca Vega
In this 90-minute presentation, we will explore the crucial connection between professional development (PD) and your campus' goals. We will delve into the concept of aligning PD initiatives with your Continuous Improvement Plan (CIP) or Targeted Improvement Plan (TIP). Join us as we discuss the significance of creating a year-long PD calendar (YAG) that reflects and supports your campus' strategic objectives. Discover practical strategies for mapping out a comprehensive PD calendar that aligns with your campus' vision, fosters professional growth, and maximizes the impact of your PD efforts. Gain insights into how this alignment can enhance staff motivation, collaboration, and ultimately drive positive change throughout your campus community. Walk away with actionable ideas to create a well-rounded PD calendar that complements your campus' goals, ensuring that every professional development opportunity serves as a stepping stone towards achieving educational excellence.

2:30 - 3:10 p.m. *(40 minutes)*

Collaborate A-B   **TransFORMATIVE Assessment with TEKSbank Classroom**
Courtney Stevens
Embark on an exciting journey of discovery as you unlock the secrets of formative assessment in the most engaging way possible! Get ready to supercharge your teaching skills and revolutionize your classroom experience with TEKSbank Classroom. Whether you're a Google Classroom guru, a Canvas champ, or a Schoology superstar, this is your chance to dive into the world of formative assessment like never before!

2:30 - 4:00 p.m. *(90 minutes)*

Innovate A   **Beyond the 25% Quota: How to Use New Item Types Strategically**
Dr. Amber Jones, Program Coordinator
Now that we understand WHAT the new item types are, how do we start to make thoughtful, data-driven decisions around why and when to use them? Join the Region 10 Data Solutions team as we dive deeper into how we make the decisions for HOW and WHEN to use these new item types to better assess the standards. You will walk away with a clear understanding of the assessment considerations that frame these decisions and clear guidance on when to use new item types to strategically drive instruction.

Innovate B   **Implementing Structured Literacy: Common Pitfalls and Proven Strategies**
Melissa Izzo
During this session, Melissa will share findings from hundreds of observations in districts implementing structured literacy. These findings shine a light on the most common pitfalls facing these districts and the proven strategies she put in place during her time as an Instructional Specialist in Tyler ISD.

3:20 - 4:00 p.m. *(40 minutes)*

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EFFECTIVE INSTRUCTION

8:45 - 9:25 a.m. *(40 minutes)*

Collaborate A-B   **TIL DDI Overview**
Dr. Jeff Smith and RandiAnn Cowden
We do data! Everybody does data! That's probably true, but doing data is much more effective if it involves analyzing actual student work, not just statistical results, and if it harnesses the brilliance of teachers to identify an instructional gap and create a way to fill it. This Data-Driven Instruction Preview will feature the tools and protocol that can formalize your process and bring real improvement to instruction and outcomes.

8:45 - 10:15 a.m. *(90 minutes)*

Innovate C   **Transformation with Student First Data**
Michael Zook
Data benefits our students when we view it and use it to mold our instruction. Let's take it to the transformational level by putting students in the driver's seat. Make the data visible, regularly reviewed, and use it to shape their learning path. Get ready to find ways to engage and motivate students in their own learning through measurable, standards-based data tracking.

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10:30 a.m. - noon *(90 minutes)*

Innovate C   **Exemplars, Front Loading, and Other Ways to Scaffold the Cognitive Lift**
Holly Chapman
Productive struggle. Cognitive lift, load, and demand. These hot-button words are easy to say and harder to achieve in the classroom. How do educators provide needed support while ensuring that students are doing the "heavy" lifting, thinking, and learning? This workshop will explore cognitively demanding learning activities and demonstrate how exemplars, front loading, and other scaffolds can offer support as students make the shift to doing the cognitive lift.

EFFECTIVE INSTRUCTION

9:35 - 10:15 a.m. *(40 minutes)*

Innovate D **Breadth of Word Learning; Depth of Word Knowledge**
Dr. Pearl Garden
This presentation will share information about vocabulary instruction best practices for teacher and administrators who work with students in the early grades. In this presentation participants will understand the importance of the breadth and depth of vocabulary knowledge.

10:30 - 11:10 a.m. *(40 minutes)*

Inspire A-B **TIL Ob/FB Overview**
Dr. Jeff Smith
The essence of instructional leadership is getting close to the teaching and learning. Our evaluation system requires a small number of observations, but many leaders struggle to make their feedback more meaningful and practical. This overview of observation and feedback describes the tools and protocols that will empower the leader to provide the kind of support that will help any teacher to grow.

Collaborate A-B **Integrating Texas TLAC into Your Ongoing Professional Learning**
Dr. Lea Devers
Texas TLAC Online is a free resource for all Texas educators which provides flexible and accessible ways to learn effective teaching techniques. Founded by Doug Lemov, Teach Like a Champion (TLAC) provides research-based teaching insights and knowledge to develop teachers who enable all students to achieve at dramatically higher levels.

Learn to use Texas TLAC Online to support ongoing professional development goals, implement best practices, maximize instructional time, and build strong relationships. Tools will be shared to plan effective professional learning and integrate Texas TLAC Online during Professional Learning Meetings to support and develop teachers.

Motivate A-B **Eduphoria: Effective Data Analysis Tools to Get Better Faster**
Emily Cram
Learn about systemic data analysis practices that lend themselves to transparency in order to create environments of effective change. These data components include the foundational pieces aligned with instruction and assessment that help navigate solutions. During this session, evaluating lesson plans, walkthrough observations, and assessment data analysis will be covered to draw conclusions that lead to an action plan. Building this continuous practice will help to also identify whether changes are impacting student learning and teacher effectiveness.

EFFECTIVE INSTRUCTION

11:20 a.m. - noon *(40 minutes)*

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EFFECTIVE INSTRUCTION

2:30 - 4:00 p.m. *(90 minutes)*

Innovate C   **Creating a District or Campus Framework for Instructional Practices**
Brian Hills
If you asked your teachers what "strong instructional practices" means, would they all say the same thing? If not, then your district or campus would benefit from learning how to create a strong working definition for which instructional practices would define your school/district and provide the most results — both for individual content areas (e.g., math) as well as for all content areas (no matter what subject is being observed). In this session designed for DCSIs and principals/APs, you will learn the success criteria for strong district or campus frameworks for instructional practices by reviewing a strong example. Then, more importantly, you will see (and practice) a suggested protocol for how to create one for your district or campus.
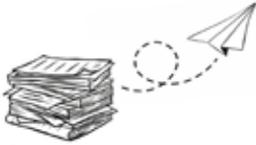
Innovate D   **The Power of Awkwardness**
Michael Zook
We all have limited time, so it is critical that we take the time we have to grow our teachers with the most impactful practices possible. By being vulnerable and taking the chance to be awkward in asking for live modeling, we can multiply our impact. Come and focus on the "Do-It" part of the Bambrick-Santoyo model of coaching and maximize your time, impacting student learning and teacher effectiveness.

NOTES

2023 SPONSORS

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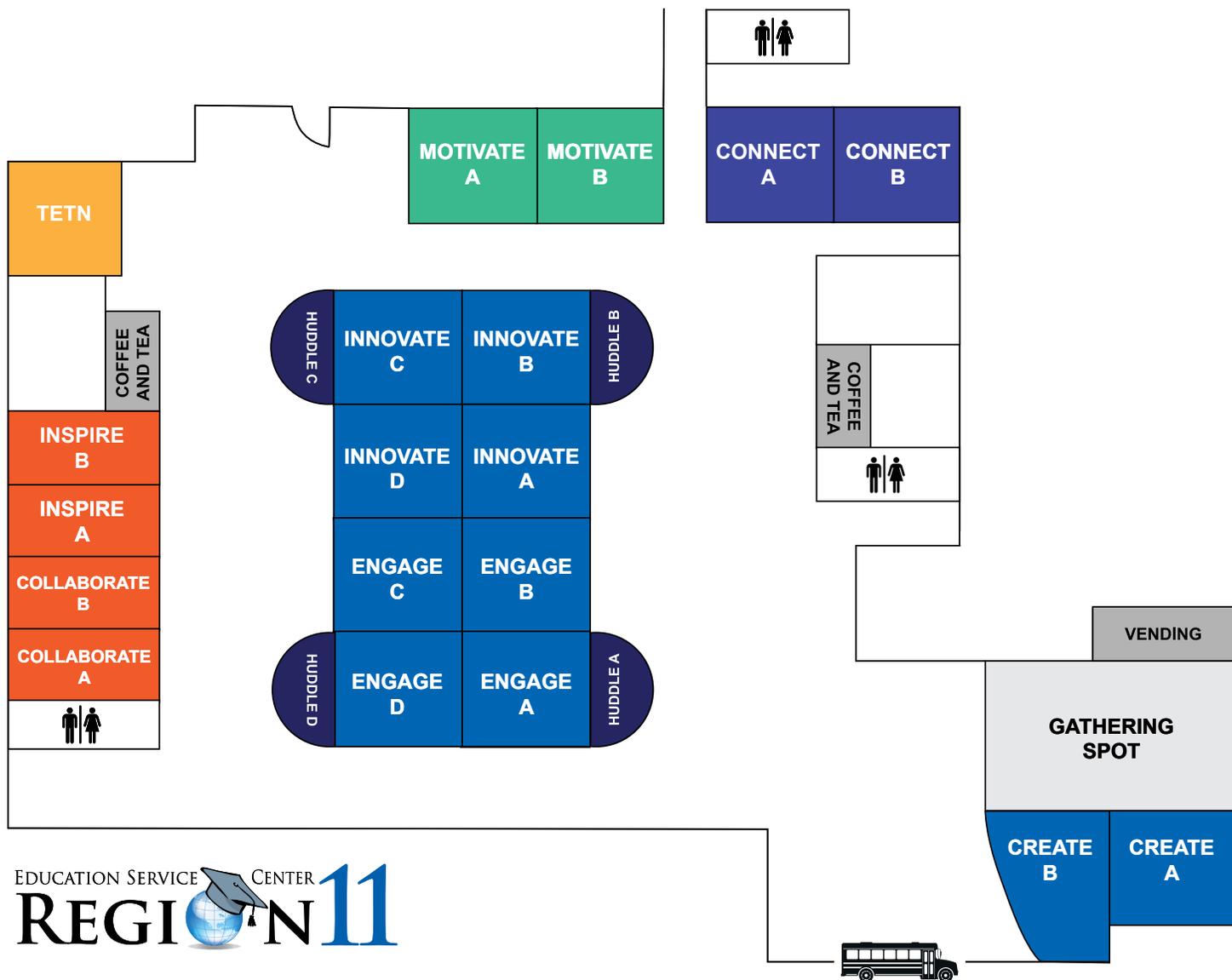
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Reading Horizons

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Scavenger Hunt

Take a selfie with the conference sponsor who matches a description below, post the selfie to Twitter using #PEC2023 and their social media, and tag @ESCRegion11 to be entered for a door prize!

- Software that is changing the way we think about education
- Helping ensure every student reaches reading proficiency
- Evidence-Backed Intervention Programs
- Proactively Identify and Address Non-academic Barriers to Learning

CONFERENCE MAP

MOTIVATE A

MOTIVATE B

CONNECT A

CONNECT B

TETN

COFFEE AND TEA

COFFEE AND TEA

HUDDLE C

INNOVATE C

INNOVATE B

HUDDLE B

INSPIRE B

INNOVATE D

INNOVATE A

INSPIRE A

COLLABORATE B

ENGAGE C

ENGAGE B

COLLABORATE A

HUDDLE D

ENGAGE D

ENGAGE A

HUDDLE A

VENDING

GATHERING SPOT

CREATE B

CREATE A

EDUCATION SERVICE CENTER
REGION 11

PASSPORT GAME

Passport Game

Visit each sponsor and have them "stamp" your program below. When you have gotten all four stamps, go to the information table during a break to be entered in a drawing for an additional door prize.

Houghton Mifflin Harcourt.

Goodbye To Paper
Your Forms, Our Solutions!

PASS®

Reading Horizons