



Superintendent Executive Leadership Program

Dear Superintendents,

The Georgia School Superintendents Association is excited to announce a new professional development opportunity, the Superintendent Executive Leadership Program (SELP). This program is designed for school superintendents who have attained five or more years experience leading a district(s). Sustaining momentum is especially important for those who have extended tenures and have the realization of the need to recalibrate professional and personal expectations, directions, and goals.

Georgia superintendents with five or more years of experience as a school superintendent are encouraged to register for this, the first cohort of the Superintendent Executive Leadership Program. The program, consisting of four sessions lasting one and a half days each, will begin in September 2018 and conclude in March 2019. Acclaimed instructors will include representatives from the private sector, military, higher education, political, and public education fields. An online brochure describes the program in more detail.

The Georgia School Superintendents Association and program participants share the cost of the program. Tuition is \$2090, payable in two installments of \$1045, due September and January of the program year.

Registration can be completed by accessing the Georgia School Superintendents website at www.gssaweb.org and clicking on the "View Courses" link included in the Professional Development Program tab.

Sincerely,

Keith Porter

GSSA Professional Development Director

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770.880.9212



Time

Each session is scheduled for two days. For each pair of dates, the first day is from 8:00 AM – 4:30 PM. The second day is from 8:00 AM to 12:00 PM. The same pattern will be followed for each session unless otherwise noted. The first day of instruction will be followed by a sponsored dinner for all participants.

Dates

September 26-27, 2018
November 14-15, 2018
January 23-24, 2019
March 13-14, 2019

Tuition

\$2090 (payable in two installments of \$1045 due each September and January)

Location/Lodging

The GSSA Executive Superintendent Leadership Program will be held at locations as described:

September

Jimmy Carter Presidential Library and Museum
441 Freedom Pkwy NE,
Atlanta, GA 30307
No Room Block

November

Holiday Inn Macon North
3953 River Pl. Dr.,
Macon, GA 31210
(478)803-8200
Room Rate: \$105

January & March

Homewood Suites Macon North by Hilton
1514 Bass Road (I-75, exit 172)
Macon, GA 31210
478.477.9776
Room rate: \$115

Questions?

For more information on the GSSA Superintendents Executive Leadership Program and to register online, go to www.gssaweb.org or contact Keith Porter, GSSA Professional Development Director, at klporter112@gmail.com or 770.880.9212

Who is eligible to attend?

This program is designed for school superintendents who have attained five or more years experience leading a district(s).

Track 1

Topic: Conflict Resolution/Mediation and Re-loading for continued effectiveness

Problem of Practice Statement: Superintendents are faced with a litany of dilemmas that require a definitive set of skills regarding conflict resolution and mediation in order to move districts forward as well as foster, maintain and recover relationships with all stakeholder groups.

Primary Instructors: The University of Georgia's Carl Vinson Institute of Government and the J.W. Fanning Institute of Leadership Development

Collaborative Instructor: Mr. Alvin Wilbanks, Superintendent, Gwinnett Co. Schools; Dr. Russ Cook, Public Service Assistant, UGA Carl Vinson Institute of Government

Track 2

Topic: Communication/Politics as a foundation for favorable outcomes

Problem of Practice Statement: The current expectations of society and pressures of social media require superintendents to effectively communicate to address issues related to social networks, messaging, branding, advocating, and crisis response.

Primary Instructor: Mr. Kirk Englehart, Vice President of Marketing & Communication, Foundation of Broward

Collaborative Instructors: Legislators (TBA); Matt Arthur, Commissioner of the Technical College System of Georgia; Cliff Cole, Director of Risk Management, GSBA; Buster Evans, Executive Director, Georgia Teacher Retirement System; and Robin Hines, Director, Georgia High School Association

Track 3

Topic: Transformational/Authentic Leadership by using influence authentically, innovatively, & courageously for success

Problem of Practice Statement: The myriad of demands imposed on 21st Century superintendents requires these individuals to not only be transformational leaders and create positive change in the organization, but to continue to lead authentically while facing internal and external pressures.

Primary Instructor: Colonel Lee Ellis, U.S. Air Force (retired)

Collaborative Instructors: Dr. John Zauner, Executive Director, GSSA; Mrs. Valarie Wilson, Executive Director, GSBA; Dr. Samuel King, Director of Superintendent Searches, GSBA; and Mr. Brad Bryant, Executive Director of REACH and former Georgia State School Superintendent

Track 4

Topic: Redefining Ready for positive student outcomes

Problem of Practice Statement: Effective superintendents lead efforts to prepare students for success in college, careers, and life and are challenged with transforming teaching and learning practices to meet the evolving definitions of what constitutes "ready".

Primary Instructor: Dr. David Shuler, 2018 National Superintendent of the Year

Collaborative Instructor: Dr. Ken Zeff, Executive Director, Learn4Life

Each of the four tracks will contain discussions regarding fostering, maintaining, and recovering strong Board/Superintendent relationships. The instructors will frame class discussions through the lens of the complicated relationships and interactions between board members and superintendents.

One of the prominent goals of this course is to empower and equip superintendents for longer tenures by better managing barriers to career success and longevity. Therefore, a secondary focus of the four tracks will be on superintendent wellbeing as measured by individual assessments of wellness habits.



Primary instructors include:

Raye Rawls, J.D.'s area of practice is in conflict transformation and dialogue. She is an attorney, arbitrator, and mediator and holds a Master's Degree in Human Resources. Rawls has mediated and arbitrated thousands of cases in government institutions, court systems, corporations, and with private parties. Recent clients include the Atlanta Regional Commission, the Atlanta Public School System, UGA's Archway Project and the 10th Judicial District's Alternative Dispute Resolution Program. Rawls is currently working with the Georgia Commission on Dispute Resolution to update the policy on mediation when domestic violence is an issue. Since 1983, she has traveled extensively throughout the United States offering courses in basic and advanced mediation, arbitration, conflict management, designing conflict management systems, and valuing diversity. Her courses have been approved by several state bar associations, the National Association of Social Workers, and other professional organizations. She has facilitated numerous meetings on issues of diversity, public policy and strategic planning. In 2002, the Supreme Court of Georgia appointed her to a five-year term on the Georgia Commission on Dispute Resolution — the body responsible for establishing ADR policies and procedures in the courts of Georgia. In that capacity, Rawls served on the Ethics and Training Committees and several ad hoc committees. She served on the editorial board of Conflict Resolution Quarterly.

Mr. Kirk Englehart is a veteran communicator with more than 23 years of experience. He led award-winning communications teams at the Georgia Institute of Technology (Georgia Tech), the Georgia Department of Education, the Broward County Public School System and the Broward County Sheriff's Office. He has also been a reporter for South Florida's WIOD Newsradio. He presently serves as Vice-President of Marketing and Communications for the Community Foundation of Broward. Having previously worked with the Broward County School System and Sheriff's Department, he has closely monitored the communications related to the tragedy in Parkland.

Col. Lee Ellis is President and founder of Leading with Honor®, a leadership and team development consulting and coaching company, and FreedomStar Media®, a publishing company that provides leadership resources and training. A popular media personality and high-profile human performance expert, Col. Ellis focuses on organizational integrity, operational effectiveness and personal accountability for enterprise, government and not-for-profit leaders. For more than 15 years, he has served as an executive coach and a corporate consultant in the areas of hiring, teambuilding, leadership, human performance development, and succession planning. His approach to maximizing leadership performance has been implemented by Fortune 500 clients, senior executives and C-Level leaders in telecommunications, healthcare, insurance, energy, IT, automotive, military, and not-for-profit sectors. During the Vietnam War, Col. Ellis' aircraft was shot down over enemy territory and he was held as a POW in various prisons in the Hanoi area for over five years. As a military officer, his experiences as a POW piqued his interest in leadership performance in difficult situations, leading to further research and academic pursuit in the area of measuring and optimizing human performance and leadership effectiveness.

David Shuler is the AASA National Superintendent of the Year for 2018. He presently serves as the superintendent of Township High School District 214 of Illinois, the second largest district in the state. During Dr. Shuler's tenure as superintendent, all six high schools have consistently ranked among the best in the state and country. In addition, his district has regularly achieved awards and recognition for financial excellence. He created a program called Educator Prep, a teacher preparation program that provides resources, dual-credit opportunities, mentoring and job placement to high school students through partnerships with elementary schools and postsecondary institutions. The program has a specific focus on solidifying minority students' interest in the education profession. Dr. Shuler, who served as the 2015-16 president of AASA, is the founder of the organization's "Redefining Ready!" program, which promotes the use of new research-based metrics, including grades, extra-curricular activities, community service and internships, to assess students' readiness for college and future careers. Additionally, Dr. Shuler implemented a Career Pathways program that provides students with rigorous courses, access to early college credits, industry certifications, and personalized, career-specific learning experiences. Students have 44 career pathways from which to choose, there are 2,700 annual student workplace learning experiences, and in one-year students earned 34,565 early college credits.