



# 2018 EDUCATION CONGRESS

March 19-20, 2018

Nittany Lion Inn, State College, PA

begins at 9:30 am on March 19 and ends at 1:00 pm on March 20

**PASA**  
Education  
Congress

## “The Challenging Role of School Leaders in Complex Times”

### About this Program...

The challenges for school leaders are greater than ever. Competition is growing. Financial resources are limited. Political pressure is at an all-time high. In spite of these challenges, school leaders must implement the transformations necessary for personalized student success.

The 2018 PASA Education Congress will provide opportunities to hear from and interact with experts, network with colleagues, and retool resources for the energizing of strong leadership during these complex times. Attendees will acquire strategies to support the shift to personalized learning and digital content, learn tactics for aligning resources, create plans for engaging community understanding and support, and much more.

### Keynote Presentations...

#### OPENING KEYNOTE

**JAMIE VOLLMER J.D.**, President of Vollmer, Inc., author of *Schools Cannot Do It Alone*, writer and producer of the video series, *The Great Conversation*

#### ***Schools Cannot Do This Alone: Student Success in an Age of Rising Expectations***

Praised as both practical and energizing, this interactive session presents an inspiring call-to-arms, and a powerful case for the need to increase local support for public schools. Vollmer will teach participants a five-step process for effectively implementing a public engagement strategy for increasing community understanding of the challenges facing our children and schools, trust in their schools, permission to make the changes needed, and support throughout the complex and emotional restructuring process.

#### SECOND KEYNOTE (March 19)

**NOELLE ELLERSON NG**, Associate Executive, Policy & Advocacy, AASA: The School Superintendents Association

#### ***Federal Education Policy and Advocacy for Public Education***

In light of the political challenges facing public education, AASA issued an advocacy challenge for school leaders. AASA provides background information on relevant topics, explains the federal policy proposals and implications, and shares talking points for school leaders to use with their Congressional delegation. She leads AASA's advocacy efforts and will provide strategies that school leaders can be used to influence national, state, and local conversations about policies and practices that work for all children and public education.

#### THIRD KEYNOTE (March 20)

**TOM RYAN, PH.D.**, Chief Information and Strategy Officer of the Santa Fe Public School District in New Mexico, Co-Founder and Chief Executive Officer of the eLearn Institute, and Chairmen of the Board for the Consortium of School Networking (CoSN)

#### ***The Shift to Digital in Public Education***

What does the current research tell us about the impact of the emerging technologies on teaching, learning, and creative inquiry in schools? This presentation will examine the New Media Consortium and the Consortium for School Networking Horizon Report: 2017 K – 12 Edition. It will expand our understanding of key trends and technology developments that will drive educational change in the next five years. The question is... will we proactively plan for it or not? Personalized learning, online assessments, digital content,

and the interconnectedness of both instructional and operational systems provide great opportunities and huge challenges.

### Breakout Sessions...

- Community Engagement through Social Media
- Creating your Brand
- Cultures of Innovation K - 12: The Continuum of Emerging Technologies and their Impact on Education
- Strategic Planning that Aligns Financial, Academic, Human, and Operational Resources for the Future of Education in your District/Schools
- ESSA and other State and Local Considerations
- Educational Research Symposium
- Urban School Leadership: Research, Issues and Perspectives
- A Rural School's Shift to Digital
- Data Analytics
- and more....

### Registration Information...

PASA members: \$299 Early Bird Rate (by 2/16/18); \$349 after 2/16/18

Non-members\*: \$399 Early Bird Rate (by 2/16/18); \$449 after 2/16/18

(\*Consider joining PASA at a pro-rated rate for 2017-18 and paying the \$299 member fee. Call Jolene Zelinski at 717-540-4448 for information.)

**NOTE: All registration fees must be paid in full in advance of the Congress.**

### Overnight Accommodations...

Standard guestroom accommodations are reserved at The Nittany Lion Inn in State College, PA on March 18 and 19, 2018 at \$124 per day. Must register by February 16, 2018 to qualify for this rate. Contact Central Reservations via the [direct booking link](#).

### 2017 Education Congress Attendees' Comments...

- It was exceptional! The best state-level conference I've ever attended!
- The keynotes and breakout sessions were excellent and tightly aligned to the intended focus.
- Noelle Ellerson Ng should be an annual speaker! Awesome!
- I appreciated the blend of large meetings and the ability to select small breakout sessions.
- The session for urban schools was one of the best I've attended in a long time.
- I enjoyed the time to network with others.
- Looking forward to next year!

**For further program and registration information,  
see the PASA website at:**

**[www.pasa-net.org/2018edcongress](http://www.pasa-net.org/2018edcongress)**