

# MASC/MASS JOINT CONFERENCE

Mapping the Path for Student  
Success: College. Career. Life.

CONFERENCE PROGRAM  
NOVEMBER 1-4, 2017



Massachusetts Association of School Committees  
Massachusetts Association of School Superintendents

Hyannis

Resort and Conference Center



*A well-attended Fletcher Tilton seminar presented by attorney Joe Bartulis.*

## Joe is Big on Education

Maybe you've heard Joe speak on various topics relating to schools and school districts.

If so, you'll know that he has a wealth of knowledge about the legal issues that can face school districts. Whether your district is planning ahead to avoid or minimize future problems, or is in immediate need of legal advice, align yourself with a trusted professional well-versed in:

- Labor Negotiations
- Teacher Discipline
- Grievance Arbitration
- Student Discipline
- All other legal and regulatory matters relating to education.

Joseph T. Bartulis, Jr. represents school districts throughout Massachusetts.

Please contact Joe if you need specific help or advice, or would like to invite him to speak to your school committee or administration.

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MASC and MASS thank our premiere  
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11:00am **Conference registration opens**  
(Exhibit Hall lobby)

11:00am-3:00pm **MASC Delegate registration**  
(Ballroom)

12:30-1:40pm **PANEL SESSION I**

• **Do Your School Policies Support Your Students' Well-Being?** (Cape Cod)

A critical element of substance abuse prevention that is integral in creating a safe and supportive environment is having substance abuse policies that are exemplars. Do your substance abuse policies at the middle and high school reflect your curriculum (or do they contradict what students were taught at the elementary level)? This panel will discuss the impact of policies (school committee, chemical health, MIAA etc.) and how to create policies that support getting students the help they need.

**Presenters:** **Ellen Holmes**, Ashburnham-Westminster School Committee (moderator); **Michelle Lipinski**, Principal, Northshore Recovery High School; **Nick DeSimone**, former principal, Murdock High School, Winchendon; **Anne Eisner**, Deputy Director, Trauma & Learning Policy Initiative; **John Doherty**, Superintendent, Reading

• **Special Education 2.0: Time to Dream Big and Build a New Law for All Students** (Hyannisport West) ✓

As education issues swirl around our nation in these uncertain times, this session will explore the big "what if's." What if we build schools that really focus on teaching and learning for all students—general and special education through equitable, success-oriented and evidence-based policies? What if we finally allow ourselves to question taboos in the current system and consider change going forward. What if we could move beyond mere tweaks of a fractured, dysfunctional system to one that focuses on all students without the current rancor, adversarial climate and bureaucratic stranglehold? What needs to happen to truly fix the current broken system?

**Presenter:** **Steven Stone**, Superintendent, Dracut (facilitator); **Miriam Kurtzig Freedman, J.D.**, Of Counsel, Stoneman, Chandler & Miller, LLP and, most recently, author of *Special Education 2.0—Breaking Taboos to Build a NEW Education Law*

• **Improving Outcomes for Students Living in Poverty: The LEAP Initiative** (Hyannisport East)

Launched by DESE, LEAP (Low-Income Education Access Project) is helping districts improve outcomes for low-income students. The initiative has been working with a cohort of LEAP districts, collaboratives and agencies to identify, develop and disseminate tools, technical assistance, sustainable professional development and

other resources. Hear about progress and best practices in closing access and achievement gaps.

**Presenters:** **Fran Rosenberg**, Executive Director, Northshore Education Consortium (moderator); **Mike Tempesta**, Executive Director, Central Massachusetts Special Education Collaborative; **Bill Diehl**, Executive Director, Collaborative for Educational Services; **Andrew Churchill**, Executive Director, Lower Pioneer Valley Educational Collaborative

• **Virtual Learning Experiences For All** (Barnstable I)  
The Southeast Collaborative Regional Organization (SCRO) Virtual Learning Academy is a non-profit collaboration focused on developing and offering complete, high quality, virtual courses to prepare students for success. Founded through the efforts of superintendents and collaborative directors, the project has put local, highly qualified teachers through intensive professional development to become teachers of online courses. Learn how this model has resulted in lower costs for virtual learning courses for members and provided creative solutions for students. Panelists will share lessons learned and progress to date.

**Presenters:** **Theresa Craig**, Executive Director, READS Collaborative (moderator); **Paul Zinni**, Superintendent, Avon; **Patricia Oakley**, Superintendent, West Bridgewater

• **Early Education Update** (Barnstable III)

Panelists will discuss pending legislation and how it will impact communities. Also, details of the work that Strategies for Children (SFC) is doing in communities across Massachusetts to coordinate early education programming, analyze quality, and build capacity. Panelists will also share approaches that public and private providers of early education and care are integrating in the area of social emotional learning. In addition, an approach to early literacy will be shared highlighting communities and school districts and their successes.

**Presenters:** **Christopher Martes**, President, Strategies For Children (moderator); **Amy O'Leary**, Campaign Director, SFC; **Titus DosRemedios**, Research and Policy Director, SFC; **Kelly Kulsrud**, Director, Lectio LLC

• **70 (Minutes) on 70** (Centerville) ✓

There's lots of discussion about the foundation budget right now. What does Chapter 70 say? How does school funding work (or not) in Massachusetts? Come spend 70 minutes learning more than you could imagine about the intricacies of the state's school funding law: Chapter 70.

**Presenters:** **Brendan Walsh**, Salem (moderator); **Tracy Novick**, MASC Field Director

• **After the Bell School Breakfast Programs** (Orleans)  
Hungry students can't learn. After the bell (ATB) breakfast in the classroom (BIC) supports student academic achievement, good health, and social-emotional well-being. It is a common-sense solution for high-poverty school communities. Learn how a number of districts with high-poverty schools are leveraging available grant dollars, and how you can too!

**Presenters:** **Andrea Silbert**, President, Eos Foundation (moderator); **Denise Hurst**, Springfield School Committee; **Pia Durkin**, Superintendent, New Bedford; **Sheila Kukstis**, Principal, Barnstable Community Horace Mann School; **Mark Jeffrey**, Sodexo School Nutrition District Manager, Springfield

#### 1:50-3:00pm **PANEL SESSION II**

• **Strong Communities/Strong Public Schools: Time to Start the Dialogue** (Cape Cod)

This presentation will address the growing need for superintendents and school committee members to engage community members and elected officials to help them better understand the 21st century school environment and the challenges schools are facing today. These include seismic demographic and cultural/behavioral shifts (aging and minority populations, poverty, substance abuse, childhood/family trauma, etc.) and the impact those shifts are having on both schools and the local communities. Presenters will also discuss the effects of negative media, federal and state involvement and mandates, a changing job market and increased expectations being placed on schools.

**Presenters:** **David DeRuosi**, Superintendent, Saugus; **Jeannette Meredith**, Saugus School Committee

• **Basics of Policy** (Bass River Alcove) ✓

This session will cover the basics of policy and recent policy changes required by changes to MA laws and regulations.

**Presenter:** **Mike Gilbert**, MASC Field Director

• **Creating Inclusive Schools that Foster Improved Student Outcomes** (Hyannisport West)

Want an affordable and research-based approach to meeting the needs of diverse learners? Learn at this interactive session how the Universal Design for Learning (UDL) initiative is helping to meet the needs of diverse learners and close the achievement gap.

**Presenters:** **Matthew Holloway**, Educator Development Coordinator, MA DESE; **Kim Oliveira**, Executive Director, Crest Collaborative; **Kristan Rodriguez**, Director of Professional Development, Crest Collaborative

• **New Superintendent Induction Program: Staying the Course for High Quality Education for all Students** (Hyannisport East)

Lessons learned since the inception of the program about staying the course for high quality education for all stu-

dents as your district transitions to a new superintendent.

**Presenters:** **Joan Connolly**, NSIP Program Manager, MASS (moderator); **Michael Flanagan**, Superintendent, Tyngsboro; **Tony Tinnirella**, Chair, Tyngsborough School Committee; **Pamela Gould**, Superintendent, Sandwich; **Stephanie Hall**, Chair, Sandwich School Committee

• **Working with your School Resource Officer to Support Student Well-Being** (Barnstable I)

Presenters will discuss how districts can create and sustain a school resource officer position through the L.E.A.P. (Leadership, Empowerment, Awareness Protection) Program model and how the SRO can become an integral part of the school community, establishing safety initiatives, contributing to outreach and fostering a positive school climate. The program works to identify the root causes of risky behaviors and utilizes a number of tools for positive youth development including a curriculum rich in social/emotional learning.

**Presenters:** **Charlene McEntee**, King Philip Reg. School Committee (moderator); **Detective Michelle Palladini**, Norfolk Police Department/School Resource Officer—King Philip Middle School/ L.E.A.P. program founder

• **How to Improve your District's Bond Rating** ✓ (Barnstable III)

When a district is looking to borrow, financial institutions look at the financial standing of the district. Come learn what a district can do to improve its financial standing with a better bond rating.

**Presenters:** **Barbara Ripa**, Executive Director, MA Association of Regional Schools (MARS) (moderator); **Stephen Hemman**, Former Superintendent/Business Administrator; **Margaret Hughes**, Narragansett School Committee; **Lori Lombard**, Vice President-Municipal Finance, Eastern Bank; **Nicholas Lehman**, Assistant Vice-President-Public Finance Group, Moody's Inc.

• **Geeksox: Beyond the Curriculum** (Centerville)

This "Beyond the Curriculum" initiative focuses on the importance that school culture plays in encouraging curiosity and innovation. Learn how students, staff and families are encouraged to communicate authentically, learn creatively and contribute passionately. These innovative approaches founded in social and emotional well-being reach far beyond the curriculum. Learn to change the way you lead and transform the way you think.

**Presenter:** **Aaron Polansky**, Superintendent, Old Colony Reg. Voc. Tech.

• **Globally Inclusive Schools: Leading Change in Challenging Times** (Orleans)

Presenters will discuss strategies to help create conditions for success for all students to prepare for college, career and citizenship and how these changes will impact educational policy at the local, state and national levels. Attendees will hear several perspectives on how

artificial intelligence, holoportation, big data, cognitive computing, and global STEM classroom are helping to create the conditions for individual student success.

**Presenters:** **Isa Kaftal Zimmerman**, Chair-Board of Directors, Global STEM Education Center (moderator); **John Provost**, Superintendent, Northampton; **Carol Woodbury**, Superintendent, Dennis-Yarmouth; **Steve Heirsche**, Superintendent, Beverly; **Larisa Schelkin**, Executive Director/Founder, Global STEM Education Center

2:45pm **MASC Resolutions Clinic** (Ballroom)

3:00pm **EXHIBIT HALL** opens

3:15pm **MASC DELEGATE ASSEMBLY** (Ballroom)

3:25-4:30pm **PANEL SESSION III**

• **Implementing High Quality College and Career Pathways** (Cape Cod)

Under the leadership of the Workforce Skills Cabinet, MA has launched a major initiative to increase access to High Quality College and Career Pathways (HQCCP). This multi-faceted effort involves that state's workforce system, K-12 and higher education sectors and the economic development system. District and school leaders will present the core components of the HQCCP effort, describing two separate models and a new state process to formally designate high school programs that meet the threshold for "early college" and "innovation career pathways."

**Presenters:** **Nyal Fuentes**, Specialist–College, Career & Technical Education, DESE and **Alexis Lian**, Policy Analyst, Executive Office of Education (co-moderators); **Robert Dutch**, Superintendent, Upper Cape Reg. Voc. Tech.; **Maureen Greulich**, Superintendent, Marlboro

• **Engaging Families Through Positive Solutions** (Hyannisport West)

Learn how you can implement "Positive Solutions for Families" an evidence-based, user-friendly, parent training series that promotes positive and effective parenting skills that supports children's social and emotional learning. This DESE-grant supported program engages families and helps them understand and guide their children's behavior.

**Presenters:** **Marilyn Favreau**, Director–Professional Development, Federation of Children with Special Needs (moderator); **Roxanne Hoke Chandler**, Director–Family and Community Engagement Team (FACET), Federation of Children with Special Needs

• **Not Your Father's Educational Collaborative** (Hyannisport East)

Over the last several years, education collaboratives have evolved and become a "go-to" resource for DESE and their member districts. Learn how collaboratives are

working with districts to help meet student needs, comply with state mandates and support inclusive practices. Learn how to make the most of your partnership with your educational collaborative.

**Presenters:** **Steve Theall**, Executive Director, MOEC (moderator); **Colleen Dolan**, Executive Director, EDCO; **Cathy Lawson**, Executive Director, SEEM; **Liz McGonagle**, Executive Director, TEC

• **Implementing Daggett's Message in Massachusetts: Moving Toward Computer Science for All** (Barnstable I)

A panel of experts will discuss the need to add computer science as a foundation knowledge for all Massachusetts students. Topics will include the landscape of computer science education across the country, in MA specifically, partnering with the business community, examples of progress, and the plan forward.

**Presenters:** **Eric Conti**, Superintendent, Burlington (moderator); **Jim Stanton**, Executive Director MassCAN - Massachusetts Computer Attainment Network; **Rick Adrion**, Professor Emeritus–School of Computer Science, UMASS Amherst

• **Supporting SEL with Mindfulness** (Barnstable III)  
Chronic stress, whether associated with poverty, violence, fractured families, technology overload, peer pressure or bullying, prevents learning and is a root cause of poor academic performance and, ultimately, negative life outcomes. Learn how an elementary school in Fitchburg brought mindfulness practices into many of their classrooms to help reduce the barriers to learning and teaching and to help students, teachers, families and communities combat the effects of chronic stress and help the school have a happier, healthier environment—in just 10 minutes a day.

**Presenters:** **Andre Ravenelle**, Superintendent, Fitchburg (moderator); **Sally Cragin**, Fitchburg School Committee; **Martha Clark**, Principal, Reingold Elementary School, Fitchburg; **John Meiklejohn**, LICSW, BCD

• **Laws, Policies, and Best Practices for Supporting Transgender Students** (Centerville)

In light of the MA student anti-discrimination law that now includes gender identity, which has been interpreted to mean gender identity and gender expression, this session will consider the laws, policies, and best practices for supporting transgender and other gender nonconforming students. The voices of students, parents, school administrators, and school committee members will be part of this session.

**Presenters:** **Jeff Perrotti**, Director, Safe Schools Program for LGBTQ Students, MA DESE (moderator); **Catherine Stickney**, Superintendent, Northbridge; Parents and Students TBA

• **Project 351: Developing A Generation of Community-First/Values Based Leaders** (Orleans)

This session will feature representatives of Project 351's two primary stakeholder groups—young people and educators. Panelists will discuss the transformative impact of service on Project 351's 8th grade Ambassadors, school communities, and the non-profit sector. The conversation will include alignment between Project 351's mission and exSEL objectives. Through enriching skills development, statewide service projects, engagement with inspirational role models, and an emphasis on values leadership, Ambassadors develop the courage, confidence and capabilities to lead change in their communities. In January, Project 351 will convene its eighth Class, inclusive of their 3,000th Ambassador. Since 2011, these young leaders -- selected by educators -- have impacted more than 412,000 neighbors through service, as they've strengthened the values of kindness, compassion, gratitude, and inclusion in their schools and communities.

**Presenters:** **Carolyn Casey**, Founder & Executive Director, Project 351 (moderator); **Ruth Gilbert-Whitner**, Superintendent, Whitman-Hanson Regional/member exSEL Network; **Noah Avila**, Project 351 Class 2014 and Alumni Leadership Council, Dighton; **Emily Cuff**, Project 351 Class of 2014 and Alumni Leadership Council, Medway

4:30pm **MASS Business Meeting** (Hyannisport West)

5:00-6:30pm

**RECEPTION WITH EXHIBITORS**

(Exhibit Hall)

**Sponsored by:** Mirick O'Connell



7:00pm **KEYNOTE DINNER** (Bass River Room)

**Sponsored by Scholastic**



**Welcome: Julie Hackett**, Superintendent, Taunton, MASS President

**Greetings: Jeff Wulfson**, Acting Commissioner of Education, DESE

**Guest Speaker: Andrea Cabral, Esq.**

**Topic:** The Importance of Civility in an Uncivil Age

**SPECIAL PRESENTATIONS:**

- SkillsUSA Gold Medal Winners
- Thomas P. ("Tip") O'Neill Jr. Award to Frederick W. Clark Jr., President, Bridgewater State University

9:00pm-Midnite

**MEET YOUR COLLEAGUES SOCIAL** (Bogey's)

**Musical Guest:** The Cape Cod Slackers

**Massachusetts SCHOOL BREAKFAST CHALLENGE**

**Congratulations to the following school districts with at least one School Breakfast Challenge Champion School!**

Feed the future by supporting school breakfast!

- Adams-Cheshire Regional School District
- Amherst/Pelham Regional School District
- Auburn Public Schools
- Barnstable Public Schools
- Beverly Public Schools
- Billerica Public Schools
- Boston Public Schools
- Brockton Public Schools
- Cambridge Public Schools
- Chelsea Public Schools
- Chicopee Public Schools
- Collaborative for Regional Education Services & Training
- Conservatory Lab Charter School
- Everett Public Schools
- Fall River Public Schools
- Gardner Public Schools
- Greenfield Public Schools
- Hatfield Public Schools
- Haverhill Public Schools
- Holyoke Community Charter School
- Holyoke Public Schools
- Lawrence Public Schools
- Leominster Public Schools
- Lowell Public Schools
- Lynn Public Schools
- Medford Public Schools
- New Bedford Public Schools
- North Adams Public Schools
- Peabody Public Schools
- Pittsfield Public Schools
- Provincetown Public Schools
- Rowe Public Schools
- Salem Public Schools
- Seven Hills Charter School
- Shore Education Collaborative
- Somerville Public Schools
- Southbridge Public Schools
- Southeastern Regional School District
- Springfield Public Schools
- Taunton Public Schools
- Walpole Public Schools
- Waltham Public Schools
- Webster Public Schools
- West Bridgewater Public Schools
- West Springfield Public Schools
- Weymouth Public Schools
- Worcester Public Schools

For a complete list of School Breakfast Challenge Champion schools and guidelines, please stop by the MA School Breakfast Challenge resource table, or visit [MASchoolBreakfast.org](http://MASchoolBreakfast.org).

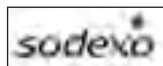
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7:30-11:30am; 2:00-4:00pm **Registration open**

7:30am-3:00pm **Exhibit Hall open**

7:30-9:30am **Continental Breakfast with Exhibitors**

**Sponsored by:** Sodexo



## PARTNER PRESENTATIONS

7:50-8:40am

### • **The College Board Program and Services Updates** (Barnstable I)

This session will provide participants with the latest information on the College Board's college and career readiness programs and services that are designed to help your school district improve student performance and showcase your district's success. Participants will learn about updates on the College Board's Advanced Placement Program, SAT Suite of Assessment, Official SAT Practice using Khan Academy, and more.

**Presenters:** **Jenny Caccavale**, The College Board, Director of K-12 State and District Partnerships; **Bob Wolcott**, The College Board, Assistant Director of K-12 State and District Partnerships

### • **Learning Supports Pathway: An Integrated Model for School Improvement** (Barnstable III)

Every school leader wants to help students reach their full potential. Because instruction alone is not a powerful enough intervention to help all students succeed, schools must provide a wide range of learning supports that are coupled with effective instruction. Join Scholastic Education to learn more about the Learning Supports Framework, an integrated model of school improvement. School leaders will learn strategies, and see examples of success, that address the barriers to learning. Positive results in graduation rates, decrease in disciplinary actions, and improved attendance will be highlighted. Leaders will leave with a shared vision for an integrated school improvement plan, as well as an understanding of the Learning Supports Pathway plan.

## MASC Division Meeting Locations

### Thursday, November 2 10:00-10:35am

Division VIII	Bass River Alcove
Division IX/Minority Caucus	Hyannisport East

### Friday, November 3 1:45-2:30pm

Divisions I & II	Hyannisport East
Division III	Hyannisport West
Division IV	Barnstable I
Division V	Barnstable III
Division VI	Centerville
Division VII	Bass River Alcove

**Presenter: Rhonda Neal Waltman**, Sr. Director of Learning Supports, Scholastic Education

8:00-8:40am

### • **The MA School Construction Process: Insights and Perspectives** (Orleans)

Get answers to some of the pressing issues facing districts undertaking MSBA projects. Panelists will share their varied experiences and perspectives to help you successfully plan and navigate your building project. Topics will include the MSBA process; Statement of Interest; early budgeting; effective community outreach; and lessons learned.

**Presenter: Jon Winikur**, Executive Managing Director, Colliers International Project Management (moderator); **Bob Sanborn**, Superintendent, Cape Cod Reg. Voc. Tech.; **Marty O'Shea**, Superintendent, Longmeadow

### • **Fueling the Future: School Meals are Part of the Solution** (Centerville)

One in six children in America live in households without consistent access to enough food. Research shows hunger can impair a child's academic performance, create behavior problems, lead to more school absences and increase their chances of becoming obese. There are children in every community who are hungry, and school meals can be a part of the solution. Join New England Dairy & Food Council and other child nutrition partners across the state to learn more about successful practices to increase participation in underutilized programs like School Breakfast, Summer Meals and After-school Meals. Attendees will receive an update on resources across MA that can help YOU help your students get access to the nutrition they need to learn and grow.

**Presenter: Erin Wholey**, Director, Youth Wellness Programs, New England Dairy & Food Council

8:45-10:00am **PANEL SESSION IV**

### • **Goal Setting** (Cape Cod) ✓

Establishing goals for the district is a school committee responsibility. Learn how to work with the superintendent to ensure goals are aligned, to monitor progress and to evaluate whether or not your goals are yielding the outcomes your committee and community envision.

**Presenters: Dorothy Presser**, MASC Field Director; **Kristan Rodriguez**, Founder and CEO, Rodriguez Educational Consulting Agency

### • **Vocational/Technical/Agricultural Education: Best and Emerging Practices** (Bass River Room) ✓

Presentations of best practices/programs in vocational, technical and agricultural classrooms, focusing on new instructional practices with proven success for students.

**Presenters: Don Erickson**, BayPath Reg. Voc. Tech. School



Committee and **David Ferreira**, Executive Director, MAVA (co-moderators); **Robert Dutch**, Superintendent, Upper Cape Reg. Voc. Tech.; **Jonathan Evans**, Superintendent, South Middlesex Reg. Voc. Tech.; **John Lavoie**, Superintendent, Greater Lawrence Technical School; **James Quaglia**, Superintendent, Blue Hills Reg. Technical School

• **Granted Special Education Transportation Costs are High: Could they be Less?** (Hyannisport West) ✓

This session will provide participants with an overview of the special education transportation review program available to school districts conducted by the Massachusetts Association of Pupil Transportation. Learn cost saving measures as identified from past reviews and how your district can benefit from this initiative.

**Presenters:** **Heidi Zimmerman**, Financial Supervisor-Special Education, Lexington; **Colleen Cavanaugh**, MA Association for Pupil Transportation—Consultant

• **The Essentials of Regional School Finance** ✓ (Hyannisport East)

Regional school finance is very different from municipal school finance from budget development to adoption through implementation. This session will provide a greater understanding of what regional school committee members and regional superintendents need to know to best fulfill their roles. What should regional school committee members be looking for when reviewing budget reports? What factors are and are NOT calculated when determining your community and state assessments.

**Presenters:** **Ellen Holmes**, Chair, MASC Regional Schools Committee, Ashburnham-Westminster Reg. School Committee (moderator); **Staff Member**, Department of District & School Finance, DESE; **Maureen Marshall**, Superintendent, Quabbin Regional; **Julie Suprenant**, Director of Finance, Ashburnham-Westminster Reg.

• **Above Politics: Can District and Charter Schools Learn from Each Other?** (Barnstable I)

While the 2016 ballot question spoke powerfully about the public's attitudes toward charters, supporters of choice and accountable charters continue to raise issues and propose solutions. This session will discuss ways in which district and charter schools can work together and learn from each other—as was the original intent of , the charter school law.

**Presenters:** **Patty Nolan**, Cambridge School Committee (moderator); **Paul Toner**, Executive Director, Teach Plus/former President, MTA; **Mary Bourque**, Superintendent, Chelsea; **Beth Anderson**, CEO/Founder-Phoenix Charter Academy Network

• **Beyond Test Scores: Other Measures of Student Learning and Growth** (Barnstable III)

Data about academic progress is important, but what about other areas of learning and growth that are essential to students' development? What about students' social-emotional development, self-efficacy and growth

mindset? Or our students' ability to set and monitor their own goals, discuss their learning and develop and share products of their work publicly? If we truly measure what we value, then we should begin to look at growth measures that extend beyond quantitative test scores. The Wakefield Public Schools have identified qualitative measures of student growth that value these essential skills and will share their progress.

**Presenters:** **Kim Smith**, Superintendent, Wakefield (moderator); **Doug Lyons**, Assistant Superintendent, Wakefield; **Tom Markham**, Wakefield School Committee

• **Parent Teacher Home Visits: Creating Inclusive Schools** (Centerville)

Learn about the Parent Teacher Home Visits (PTHV) program—a model developed by parents and community organizers that trains educators to engage with families on their home turf, a practice that enriches teaching while improving student academic outcomes by aligning classroom efforts with parents goals for their children and increasing cultural competency for staff and families.

**Presenters:** **Beverly Hugo**, Framingham School Committee (moderator); **Roberta E. Hantgan**, MA Coordinator, Parent Teacher Home Visits; **Frank Tiano**, Assistant Superintendent for Family and Community Engagement, Framingham; **Lydia Martinez**, Assistant Superintendent, Springfield; **Denise Hurst**, Springfield School Committee

• **Supporting Students: Social-Emotional Learning** (Orleans)

Social-emotional learning skills (non-cognitive skills) have been shown to significantly impact students' academic performance, social development and broader life outcomes. Increasingly, school districts are turning to student self-report measures and perception surveys to collect data, understand students' strengths and growth areas, and develop action plans to foster a supportive culture for every student. In this presentation, district leaders and Panorama Education will share their experiences in measuring social-emotional learning and using data to empower educators and school leaders to support the whole child.

**Presenters:** **Paul Vieira**, Assistant Superintendent, Ashland; **Sarah Gertner**, Outreach Director, Panorama Education

• **Measuring School Quality: Fairly and Comprehensively** (Ballroom)

For the past 25 years, MA schools have been measured by a single metric: standardized test scores. This approach fails to capture the full range of what schools do, while unintentionally measuring factors like family income—all while providing very limited information to educators, administrators and school committee members. The MA Consortium for Innovative Education Assessment, with support from the legislature, is working to change that. Learn how districts participating in the consortium's work are measuring school quality and student performance in new, fairer, more comprehensive ways.

**Presenters:** **Jack Schneider**, Assistant Professor of Education, College of the Holy Cross; **Dan French**, Executive Director, Center for Collaborative Education; **Dan Futrell**, Somerville School Committee; **Adeline Bee**, Attleboro Education Association; **Mary Skipper**, Superintendent, Somerville

10:00-10:35am **MASC Divisions VIII, IX and Minority Caucus Meetings** (See page 6 for locations)

10:00-10:45am **Coffee with Exhibitors** (Exhibit Hall)

10:45-Noon **GENERAL SESSION** (Ballroom)

**Keynote Speaker: Bill Daggett**

**Topic:** *Educating for the Future: It Can be Done!*

Rules, regulations, teaching practices and traditions that exist in today's American system were created during the Second Industrial Revolution. As we attempt to meet the needs of today's students, who have lived their entire lives in the technological/information-based Third Industrial Revolution, this system is being challenged. It's about to be challenged even more as we enter the Fourth Industrial Revolution—a fusion of technologies that most can't even fathom. To be prepared for this changing world, today's students need a future-focused education program that prepares them with a higher and different set of skills and knowledge than what is currently being taught. It can be done, but how?

In this session, Bill Daggett will share various strategies from the nation's most rapidly improving schools that have successfully addressed these challenges to prepare all students for the world in which they will live and work.

*This session is generously sponsored by Houghton Mifflin Harcourt*



12:00pm **BUFFET/NETWORK LUNCH** (Bass River)

**Sponsored by:** Colliers International



1:00pm **Ice Cream Social with Exhibitors** (Exhibit Hall)

**Sponsored by:** Cape Dairy, LLC



1:15-2:15pm **PARTNER PRESENTATIONS**

• **Driving Cost Out with LED Technology** (Barnstable I)  
See the Program Supplement in your conference bag for details of this session presented by Sodexo.

• **Managing the Security Maelstrom** (Barnstable III)  
Cybercrime is continuing to rise and no organization is immune to its effects. More than most organizations in other sectors, the K-12 space must contend with, and manage, rising threats with limited budgets and re-

sources. To compound the challenge, security is no longer definable by a point product but instead it has become a pervasive platform that needs to support and protect all aspects of a district's desired educational outcomes. The question becomes: how do you manage this security maelstrom of people, product, and policy?

Join ePlus to discuss the methodology behind creating a sound security posture or optimizing your current approach. Topics will include: creating security policy and procedure, what information should be protected, techniques to minimize risk, how to mitigate damage through incident response, and how to effectively build and plan a resilient IT infrastructure.

**Presenter: Ron Barnes**, Principal Security Architect, ePlus

• **District Leadership in the Information Age** (Centerville)  
Information has fast become the new lifeblood of society. This presentation by ClearGov will explore how school districts can adapt to excel in a rapidly evolving world by leveraging data to communicate and operate more effectively and efficiently.

**Presenter: Chris Bullock**, CEO, ClearGov

2:30-3:45pm **PANEL SESSION V**

• **Personalizing the System, Not Just the Classroom** (Cape Cod)

More districts are looking to personalize education for their students; leaders are seeking best approaches to do this. Learn how districts are getting started, building support, and accessing funds. In this session, participants will: hear how superintendents get personalized learning initiatives started in their districts; outline how they build support from teachers, parents and school committees; identify funding strategies; and explore the cultural changes that need to occur.

**Presenters: Michael Horn**, Chief Strategy Officer, Entangled Ventures/Co-Founder, Clayton Christensen Institute (moderator); **Peter Sanchioni**, Superintendent, Natick; **Eric Conti**, Superintendent, Burlington; **Mary Skipper**, Superintendent, Somerville; **Ann Koufman-Frederick**, Chief Academic Officer, LearnLaunch Institute

• **School Law 101** (Hyannisport West) ✓

A review of state ethics, open meeting and public records laws and implications for school districts.

**Presenters: Naomi Stonberg, Esq.**, Brody Hardoon (moderator); **Jonathan Sclarsic, Esq.**, Asst. Attorney General, Director-Division of Open Government; **David Giannotti, Esq.**, Public Education and Communications Division Chief, State Ethics Commission

• **Update on Accountability and Assessment** ✓

(Bass River Alcove)

This session will explain what's required under the new state and federal accountability systems, how they are applied to districts and what we might do to make them work better.

**Presenters: Kathleen Skinner**, President Skinner Re-

**Bingo Drawing: 2:15pm | November 2**

Exhibit Hall

search/Former director of the Center for Education Policy and Practice—MA Teachers Association; **Glenn Koocher**, MASC Executive Director; **Ben Forman**, Research Director, MassINC

• **MA School Building Authority: Update** (Hyannisport East) Executive Director Jack McCarthy will provide an update on the MSBA including the roll out of the 2016 MSBA School Survey, update of 2017 Statement of Interest Process and other relevant information from the Authority.

**Presenters:** **Jim Stockless**, Framingham School Committee (moderator); **Jack McCarthy**, Executive Director, MA School Building Authority

• **NEASC 2020: Design for Improvement** (Barnstable I)

This session will introduce the new NEASC accreditation process and revised standards. These changes are designed to reduce costs and provide schools with the flexibility to focus on areas of school and district priorities.

**Presenters:** **Christine McGrath**, Director of Program Development, MASS (moderator); **John Sills**, Superintendent Bedford; **Greg Myers**, Superintendent, Millbury

• **Expanding Support for Students: Developing and Sustaining Community Partnerships** (Barnstable III)

Establishing and maintaining community partnerships require creative approaches, but can yield tremendous benefits to students, staff and families. This session presented by the Melrose Public Schools and their community partner, Melrose Alliance Against Violence, has brought in over \$1 million in grant funding for students, services, staff and student training, plus materials and workshops to address teen dating/gender-based/domestic violence. This session will focus on strategies for building and maintaining grant funded efforts when the funding ends.

**Presenters:** **Patricia White-Lambright**, Assistant Superintendent-Pupil Personnel Services, Melrose (moderator); **Margaret Driscoll**, Melrose School Committee; **Rebecca Mooney**, Executive Director, Melrose Alliance against Violence

• **Addressing Student Mental Health Concerns** (Centerville)

Learn about a unique partnership between the Falmouth Public Schools and the McLean School Consultation Service which is providing services to address the increase in child and adolescent anxiety and mental health issues.

**Presenters:** **Patrick Murphy**, Falmouth School Committee (moderator); **Katie Thorpe Blaha**, Staff Psychologist, McLean Anxiety Mastery Program; **Nancy Taylor**, Superintendent, Falmouth



## Sodexo is a leader in supporting achievement and improving the Quality of Life.

We help the nation's schools be vibrant contributors to the success of their communities by being a strategic partner to the nearly 500 school districts we serve. To impact Quality of Life, we put each student's experience at the core of our work. Our nutrition and facilities offers are built with a focus on delivering solutions that keep people healthy, safe and productive while also enriching the learning environment.

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• **SEL: Developing a District-Wide Plan to Support All Learners** (Orleans)

Based in the latest brain science, social-emotional learning is a core component of effective education, increasing students' academic achievement and behavioral health while teaching skills essential to success in all areas of life. In this interactive session, receive an overview of approaches for developing an effective SEL plan for your district. Whether your community has been implementing SEL for some time or is just getting started, there are concrete steps that you can take to improve your effectiveness and results. Learn about best practices and practical solutions for developing and implementing a comprehensive SEL plan.

**Presenters:** **James B. Vetter**, Executive Director, Social-Emotional Learning Alliance for Massachusetts (SEL4MA); **Ellen Gibson**, Chair, SEL4MA Policy & Advocacy Committee/Newton School Committee; **Rachel Poliner**, Author and SEL Consultant, Leaders & Learners Consulting/SEL4MA Board Member

• **Changing Culture and Practice to Support Student Success** (Ballroom) ✓

Creating inclusive schools, supporting social and emotional learning, creating conditions that promote equity and acceptance and meeting the challenges of changing demographics all require that districts and school communities have honest conversations, identify root causes of where they are today and develop a shared vision for where they will go in support of students. Learn how school and district leaders, working with the DESE Planning for Success initiative, developed and implemented district and school action plans in the areas of cultural competence, inclusion and student safety focusing on collaboration, professional learning, building administrator capacity and engaging stakeholders to meet the diverse needs of learners.

**Presenters:** **Carrie Conaway**, Chief Strategy and Research Officer, MA DESE (moderator); **Lori Likis**, Planning for Success Consultant; **Eric Conti**, Superintendent, Burlington; **Joy Blackwood**, Superintendent, Silver Lake Reg.; **Jamie Vitonis**, ELA Coordinator, Silver Lake Reg.; **Jill Proulx**, Assistant Superintendent, Silver Lake Reg.; **Ellen Johnson**, Principal, Burlington

4:00-5:15pm **PANEL SESSION VI**

• **Challenges Faced by Urban Districts in Expanding Personalized Learning** (Cape Cod)

Educators believe that more personalized learning may unlock student engagement, increase learning outcomes and help close the achievement gap. In MA, the MAPLE Consortium has seen that many suburban districts have been pursuing this strategy. Urban districts have a higher percentage of high needs students, but often face daunting challenges in implementing personalized learning. Hear from urban school leaders who have made a commitment to move to personalized learning, the challenges they face and their strategies for success.

**Presenters:** **Andre Ravenelle**, Superintendent, Fitchburg; **Diane Kelly**, Superintendent, Revere; **Jason DeFalco**, Deputy Superintendent, New Bedford; **Lydia Martinez**, Asst. Superintendent, Springfield; **David O'Connor**, Executive Director, MAPLE Consortium

• **School Law 201** (Hyannisport West) ✓

A review by MASC and MASS legal counsels of recent state and federal education legislation.

**Presenters:** **Patrick Francomano, Esq.**, King Philip Reg. School Committee (moderator); **Stephen Finnegan, Esq.**, MASC General Counsel; **Michael Long, Esq.**, MASS General Counsel

• **Counting Low Income Students** (Hyannisport East)  
Students who are hungry struggle to learn and succeed in school. Identifying those students becomes a challenge when there are varying sources of state information. Find out how and why your district can ensure maximum eligibility for free breakfast and lunch, and tackle the glitches that arise along the way.

**Presenters:** **Stacey Rizzo**, Revere School Committee (moderator); **Mary Bourque**, Superintendent, Chelsea; **Aldo Petronio**, School Business Administrator, Brockton; **Gerry McCue**, School Business Administrator, Chelsea

• **OPEB: What Every District Needs to Know**

(Barnstable I) ✓

The sleeping giant of fiscal problems is the cost of retirement benefits like retiree health insurance. Learn about post-retirement benefits, your fiduciary responsibilities and the postential costs over the short and long term for health insurance, pension costs, and other benefits for your staff after their employment ends.

**Presenters:** **Frank Colvario**, CP Consulting Partners; **Brian Fox, Esq.**, Murphy Hesse Toomey & Lehane LLP; **Brian Callow**, Director of Fixed Income, Rockland Trust

• **Superintendent Evaluation** (Barnstable III) ✓

New to the Massachusetts model for Superintendent Evaluation? Frustrated by the process? Want to work smarter not harder? This session is for you. You'll learn about how the model works and how it can be a truly effective tool for monitoring and evaluating progress. You'll explore various types of evidence that can help you evaluate progress beyond the traditional test scores. And, you'll discover how to help ensure a fair and smooth process at the end of the evaluation cycle.

**Presenters:** **Dorothy Presser**, MASC Field Director (moderator); **Kim Smith**, Superintendent, Wakefield; **Tom Markham**, Vice Chair, Wakefield School Committee

• **Small/Rural Districts** (Centerville)

Massachusetts confronts regional economic problems, declining enrollment, poverty, and the challenge of delivering high quality education to our small and rural districts. Hear from advocates and practitioners about how they are seeking both short and long term solutions to keep their districts vibrant and relevant.

**Presenters:** **John Hockridge**, North Adams School Committee and **Michael Buonoconti**, Superintendent, Mohawk Trail Reg. (co-facilitators)

• **Implementing a Culture of Creativity** (Orleans)

How do we know what works to develop student creativity? How do we know if schools are succeeding in encouraging these skills? Learn how some MA school districts are implementing a culture of creativity to help generate ideas, improve imagination and develop innovation.

**Presenters:** **Kathleen Kelly**, Cambridge School Committee (moderator); **Dan Hunter**, teacher/author/former

Executive Director—MA Advocate for the Arts; **Rex Jung**, clinical professor, neurosurgery, University of New Mexico

• **New Tools for Planning and Budgeting: Resource Allocation and District Action Reports (RADAR)** (Ballroom) ✓

RADAR is a set of tools developed by DESE that incorporate financing, staffing and student data to show how districts make use of their resources. Learn how these new components complement DART and other existing DESE data reporting.

**Presenters: Rob O'Donnell**, Office of District and School Finance, DESE (moderator); From Whitman-Hanson Regional School District: **Ruth Gilbert-Whitner**, Superintendent; **Robert Hayes**, W-H School Committee; **Kyle Riley**, Asst. Superintendent—Student Services; **Brian Selig**, Director-Mathematics; **George Ferro**, Middle School Principal; **Jeffrey Szymaniak**, High School Principal; **Chad Peters**, Technology Director

5:30-6:30pm **Presidents' Reception** (Lobby Lounge)

**Sponsored by:** Deutsch Williams



6:30pm **MASC/MASS BANQUET** (Bass River)

**Guest Speaker: Stephen Bjork**, Comedian, author, Wilmington School Committee member

**Sponsored by: KP I LAW**



**Troubled by Twitter? Incapacitated by Instagram? Flummoxed by Facebook?**



**We can help!**

Bring your social media queries and quagmires to the MASC booth Wednesday evening during the exhibitor reception or Thursday morning during the exhibit hall hours and talk to MASC Field Director for Social Media Tracy Novick.

You can always find Tracy on Twitter at @TracyNovick.

# Friday program

✓qualifies for new member orientation hours

November 3

7:30-11:30am **Registration open**

7:30-9:30am **Continental Breakfast** (Ballroom Foyer)

**Sponsored by:** BoardDocs



9:00am-4:00pm **COSCAP WORKSHOP** (Cape Cod) Network with the best of the best and learn new strategies for keeping up with your superintendent/school committee responsibilities and requirements (written and unwritten). (see box at right for details)

9:00-10:15am **FEATURED PRESENTATION**

**The State of the Economy** (Ballroom) MA Budget & Policy Center Executive Director **Noah Berger** and **Rep. Jay Kaufman** will examine the economic and political tides including an update on the tax amendment before the voters, the implications for health care in an era of new-bad federalism, and the prognosis for changes in the Foundation Budget formula. **Jake Oliveira**, Ludlow School Committee (facilitator)

9:00-10:15am **PANEL SESSION VII**

• **Charting Courses for College/Career Readiness** (Barnstable I)

Learn how one district is providing multiple avenues by which its diversity of students can navigate college/career pathways, including exposure to college campuses, real world employment, dual enrollment and associate degree programming.

## School Committee Secretaries/ Administrative Assistants

**Joint Conference Program** (Cape Cod)

9:00-9:30am **Registration/Coffee and Pastry**

9:30-10:15am **BoardDocs: A Paperless Solution**

10:15-10:30am **Break**

10:30-Noon **Open Meeting Law**

**Presenter: Jonathan Sclarsic, Esq.**, Assistant Attorney General, Director—Division of Open Government

Noon-1:30pm **Leadership Lunch** (Bass River)

**Guest Speaker: Steve Buckley**, columnist, *Boston Herald*

1:30-2:00pm **COSCAP Business Meeting/Elections**

2:00-3:30pm **Labor, Employment and School Law**  
**Presenter: Elizabeth Valerio, Esq.**, Deutsch Williams

3:30-4:00pm **Wrap-Up**

**Presenters:** **Maureen Greulich**, Superintendent, Marlborough (moderator); **Dan Riley**, Director of STEM, Marlborough; **Sharon Buckley**, Director of Guidance, Marlborough; **Heidi Matthews**, Marlborough School Committee

• **Turning 22** (Barnstable III)

What happens when special needs students turn 22? Representatives from the Department of Developmental Services will review the transition process and key transition milestones educators need to be aware of. The audience will understand the DDS traditional & non-traditional service options for both transition age youth and adults.

**Presenters:** **Charlene McEntee**, Plainville School Committee (moderator); **Victor Hernandez**, Deputy Assistant Commissioner, MA Department of Developmental Services

• **MIAA: Challenges and Successes and the Benefits to our Member Schools** (Centerville)

The annual update from the MA Interscholastic Athletic Association with officers of MIAA and school leaders.

**Presenters:** **Bill Gaine**, Executive Director, MIAA (moderator); **Jeff Granatino**, Vice President, MIAA; **Paul Carroll**, Chair, MIAA

• **Addressing the Opioid Crisis through Comprehensive School Programs and Policies** (Osterville A)

The Brockton Area Opioid Abuse Prevention Collaborative has been working with a number of area communities and school districts providing a range of resources on substance abuse disorders. The Collaborative has also been assisting school districts in creating chemical health programs and policies that are protective and preventative, rather than simply punitive. Learn how these initiatives can be implemented in your district.

**Presenters:** **William Fonseca**, East Longmeadow School Committee (moderator); **Hillary Dubois**, Director of Prevention Services, High Point Treatment Center; **Amanda Sandoval**, Assistant Director of Prevention Services, High Point Treatment Center

• **Supporting Students' SEL Needs: A Whole Community Response** (Osterville B)

This session will focus on how the Lexington Public School district and community have come together to create awareness of and response to reducing unhealthy stress on students through policies, innovative pilot programs, intervention strategies and rethinking teaching and learning methods.

**Presenters (Lexington-based):** **Mary Czajkowski**, Superintendent, Lexington (moderator); **Anna Monaco**, Principal, Jonas Clark Middle School; **Sandra Trach**, Special Assistant to the Superintendent; **Kelly Chase**, Assistant Superintendent for Curriculum, Instruction and Professional Learning; **Jessie Steigerwald**, Lexington School Committee

10:30-11:45am: **GENERAL SESSION** (Ballroom)

**Keynote Speakers:** **Dr. John Kelly**, MA General Hospital, Center for Addiction Medicine; **Joanne Peterson**, Founder/Executive Director, Learn to Cope Inc.;

**Marian Ryan, Esq.**, Middlesex County District Attorney; **Topic: The Opioid Crisis and the Coming of Marijuana**

This session will focus on the current opioid/painkiller epidemic and growing concerns about the impact on school districts and school populations about the legalization of marijuana and medical marijuana on school property. Dr. Kelly will explain the biology of addiction, Joanne Peterson will discuss the impact of the epidemic on families and District Attorney Ryan will focus on the role of law enforcement in managing the crisis.

Noon-1:45pm **LEADERSHIP LUNCH** (Bass River)

**Guest Speaker: Steve Buckley**, columnist, *Boston Herald*

Sponsored by: **Comcast**



1:45-2:30pm **MASC Division 1-7 Meetings** (see box on page 6 for locations)

2:30-3:45pm **PANEL SESSION VIII**

• **Communication Strategies (Grand)**

Join our annual roundup of communications crises, emerging issues, and strategies for successful relationships with your district and your stakeholders.

**Presenters:** **Christopher Horan**, President, Horan Communications; **Glenn Koocher**, MASC Executive Director; **John Creed**, MASC Life Member

• **Focus on Poverty** (Hyannisport East)

"All Means All." If we truly believe this, then every school committee needs to be aware of the demographics in their district. As the economy has slowly recovered from the Great Recession, the face of poverty has changed. The support that students in poverty need to learn and to thrive, however, has not. In this session, presenters will discuss changing demographics as well as the constancies and commonalities of support that low income students need to experience success in our schools.

**Presenters:** **Beverly Hugo**, Framingham School Committee (moderator); **Len Albright**, Assistant Professor of Sociology and Public Policy, Northeastern University; **Charles Jodoin**, Director-Student Services, Falmouth; **Joe Diamond**, Executive Director, MA Association for Community Action; **Karen Frederick**, CEO-Community Teamwork, Lowell

• **SEL: A Ubiquitous Approach towards Implementation and Results** (Barnstable III)

Hear stories from 3 school districts that have successfully

implemented a variety of SEL programs in their schools—programs that work in multiple schools and with a diversity of students.

**Presenters:** **Paul Vieira**, Assistant Superintendent, Ashland (moderator); **Kevin McIntyre**, Superintendent, Milford; **Maureen Cohen**, Director of Curriculum, Mendon-Upton Reg.

• **ASPIRE: A 21st Century Leadership Framework**

(Centerville)

The ASPIRE framework being utilized by Wrentham Public Schools helps leaders ensure that the district and schools adequately prioritize and plan for how to meet the needs of a diverse range of student, family and community needs. Learn how the framework guides the development of their strategic objectives.

**Presenters:** **Allen Cameron**, Superintendent, Wrentham; **Tracey Murphy**, Wrentham School Committee

• **Award-Winning Strategies for Cost Savings in Districts**

(Osterville B)

Each year, the Massachusetts Association of School Business Officials (MASBO) bestows the Donald Johnson Award on one district in the Commonwealth, honoring exemplary development and implementation of cost-saving strategies. Learn from these recent award winners how your district can replicate some of these key strategies.

**Presenters:** **Margaret Driscoll**, Executive Director, MASBO (moderator); **James Adams**, Superintendent, Ashland; **Sara Consalvo**, Budget Director, Worcester

• **Legislative Update** (Ballroom)

Key state legislators discuss what on earth is going on at the state house and projections for the future.

**Presenters:** **Stephen Finnegan, Esq.**, MASC Legislative Counsel (moderator); **Senator Karen Spilka**; **Senator Patricia Jehlen**; **Rep. Alice Peisch**

• **Parliamentary Procedures: (2:30-5:15pm)** (Barnstable I)

“By-Law-Bill” Gilmeister presents training on parliamentary procedures for school committee members and updates you on the parliamentary rules for orderly meetings. This is a must for chairs and those who want to preside.

**Presenter:** **William Gilmeister**, Parliamentarian/Tantasqua Regional School Committee

• **School Budget and Finance: More Than Numbers**

**(2:30-5:15pm)** (Osterville A) ✓

Transparent school district/municipal communication through financial documents explained by school business experts.

**Presenters:** **Brian Allen**, Chief Financial/Operations Officer, Worcester; **Tracy Novick**, MASC Field Director; **Mary DeLai**, Asst. Superintendent- Finance/Operations, Watertown

• **New Member Orientation: Part I (2:30-5:15pm)** (Orleans) ✓

First of a two-part program (continued on Saturday) that

will review everything new school committee members need to know about their roles and responsibilities to satisfy the mandated training requirement.

**Presenters:** MASC Field Directors

4:00-5:15pm **PANEL SESSION IX**

• **Drive in Control: Accident Prevention** (Barnstable III)

Massachusetts traffic deaths are up 46% since 2013 and remain the leading cause of death and injury among teens. Find out what school administrators and teens are seeing in your communities and hear from traffic safety experts about the various tools that parents and schools can utilize to keep their students safe.

**Presenters:** **Dan Strollo**, Drive in Control (moderator); **John Carey**, Assistant Principal, Franklin County Technical School; **Jeff Larason**, Director-Highway Safety Division of The Executive Office of Public Safety and Security; youth drivers to be announced

• **Superintendent Contracting** (Centerville) ✓

This session presents models for superintendent contracting, both initially and for extensions and renewals with the guidance of MASC and school attorneys.

**Presenters:** **Glenn Koocher**, MASC Executive Director (moderator); **Marc Terry, Esq.**, Mirick O’Connell/Ashland School Committee; **Kimberly Rozak, Esq.**, Mirick O’Connell

• **Mental Health Education: Just Talk About It** (Osterville B)

“Just Talk About It”, an interactive presentation facilitated by a Minding Your Mind (MYM) clinician and featuring a young adult speaker with lived experience, is an introduction to mental health. This session is designed to train both adults and youth on how to identify signs of stress, anxiety, depression, and crisis in themselves and others. Participants will learn ways to foster positive coping skills and the ability to ask for help. Crisis intervention is also emphasized by learning the signs of suicidal ideation and risk. “Just Talk About It” has been approved by the Best Practices National Registry, which is required suicide prevention training in many states.

**Presenters:** **John Mattleman**, MA Counseling, Minding Your Mind; young adult speaker TBD

• **Visa Status/Residency/Immigration Issues** (Ballroom)

Recent activity at the national level has raised questions and concerns about the obligations of school districts to educate residents and about the supports provided to students and families in our community. This session will cover a range of related issues from how residency is determined to the role of schools in enforcing regulations to supporting students in this vulnerable population.

**Presenters:** **Devin Sheehan**, Holyoke School Committee (moderator); **Kerry Martin**, Director of English Language Learners, Springfield Public Schools; **Elizabeth Valerio, Esq.**, Deutsch Williams; **Margaret Holland Sparages, Esq.**, Deutsch Williams; **Kristeen Patterson**, Director—Administration and Finance, Medford

• **Therapy Animals** (Grand)

Join advocates for students who work with animals in classrooms to help boys and girls get through the day with help from four-legged, and sometimes eight-legged friends.

**Presenters:** **Andre Ravenelle**, Superintendent, Fitchburg; **Cathy Walker**, Guidance Counselor, South Street School, Fitchburg; **Sally Cragin**, Fitchburg School Committee and **Mr. Wuffles** (British Bombay mix) TheraPAWS volunteers: **Connie McBrier** and **Maddie** (Golden Retriever); **Helen Donelan** and **Fiona** (Great Dane); **Shannon Kessler** and **Indie** (Tabby Cat)

5:00pm **MASC Past Presidents Council Meeting** (Room 104)

6:00pm **MASC Life Member/Award Recipients Reception** (Lobby Lounge)

7:00pm **Life Member/Leadership Awards Dinner** (Bass River)

**Welcome:** **Patrick Murphy**, President, MASC

**Greetings:** **Kevin Ciak**, President, National School Boards Association

**Honors:** Life Members; Lifetime Achievement and All-State Award Winners; MASC Board of Directors; and Friends of Public Education

**SPECIAL PRESENTATIONS**

- MASC Legislator of the year award to **Representative Christopher Walsh**
- MASC Distinguished Public Service Award to **Maurice Cunningham**, Associate Professor, UMass Boston

**Saturday** ✓qualifies for new member orientation hours

November 4

**SESSION I:** 9:00-10:15am

• **Dealing with Difficult People: Leadership in the Sandbox** (Barnstable I)

Learn useful strategies for dealing with human behaviors and understand the impact of attitude on interpersonal dynamics.

**Presenter:** **Mike Gilbert**, MASC Field Director

• **Anatomy of Negotiations** (Barnstable III) ✓

Cost implications, ground rules, developing proposals, what to do—and what NEVER to do—in the process of preparing, conducting and concluding negotiations. Hear from one of the state’s leading collective bargaining attorneys.

**Presenters:** **Margaret Driscoll**, Executive Director, MASBO; **Joseph Bartulis, Esq.**, Fletcher Tilton PC

• **School Budgets: Real v. Alternative Facts**

(Hyannisport West) ✓

This session will focus what is real in the budget development process and what might be described as creative financing.

**Presenters:** **David Verdolino**, Business Manager, Acton-Boxboro; **Jim Hardy**, MASC Field Director

• **Communicating Effectively in Crisis and Controversy (9:00-11:45am)** (Cape Cod)

Be prepared when your district is in crisis. Whether you’re facing a short-term emergency or a longer-term controversy, effective communication is critical to managing the situation well. Chris Horan has worked with many school districts and will share proven strategies for engaging families, staff, and the media through difficult times.

**Presenters:** **Christopher Horan**, President, Horan Communications; **Glenn Koocher**, Executive Director, MASC

• **New Member Orientation: Part II (9:00-11:45am)**

(Hyannisport East) ✓

A continuation of the Friday program.

**Presenters:** MASC Field Directors

**SESSION 2:** 10:30-11:45am

• **Do You Know Where Your Student Activity Funds Are?** (Barnstable I) ✓

Districts maintain Student Activity Account (SAA) Funds as custodians for their student clubs, etc. This represents a significant responsibility—and risk (financial and public relations). Does your district have sufficient internal controls to mitigate those risks? Are you in compliance with recent DESE regulations regarding oversight of SAA funds? When was the last time those funds were audited? If you don’t know the answers, you need to attend this session.

*MASC and MASS thank Cape Dairy for their generous sponsorship of the 2017 Ice Cream Social.*

Cape Dairy is a proud distributor of H.P. Hood milk along with a myriad of dairy and ice cream products. Cape Dairy is a local distributor and employer with locations both in Hyannis and Acushnet. We deliver to a handful of Massachusetts schools and are very thankful to be doing so.

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Presenters: **Dave King**, Retired School Business Administrator, Attleboro; **Joel Lovering**, Retired Superintendent and School Business Administrator, Waltham

• **Serving Low Income Students** (Barnstable III)

The students we serve have different needs and face different challenges. No matter the percentage of low income students in a district, their needs must be addressed so they can learn and thrive. At this session, we can learn from each other how a variety of districts - both large and small - have developed programs to help ensure the success of all students, regardless of socio-economic status.

**Presenters Beverly Hugo**, Framingham School Committee (moderator); **Brendan Walsh**, Salem School Committee; **Melissa Hanenberger**, College Counselor & T2 Director, Newton North High School

• **Role of the Chair** (Hyannisport West) ✓

Selecting your School Committee Chair is often a difficult decision, often having to make a challenging choice. We will discuss some of the characteristics of an effective chair.

**Presenter: Jim Hardy**, MASC Field Director

12:00-1:00pm **STUDENT VOICES LUNCH**

(Bass River)

In a Sunday "60 Minutes" format, four student leaders from diverse communities will share their thoughts on issues of the day (bullying, the opioid crisis, social media, social-emotional learning). How successful do they think the adult efforts to address these challenges have been? What could be done differently? Are there school policies or interventions that would be more effective? What do students think about their educational "big picture?" What's been most important to them: Acquisition of knowledge? Learning how to learn? Learning to work with others? Where did their best learning occur: In a classroom? From a particular teacher? An extra-curricular opportunity?

**Presenters: Geoff Swett**, Wareham School Committee (moderator); **Kinsley Rolph**, Junior, Hopkinton High School; **Ian Gilson**, Senior, Middleborough High School; **Cole Masterson**, Senior, North Andover High School, **Elizabeth Ruiz**, Wareham High School

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# Featured speakers



## **JEFF WULFSON** **Wednesday Keynote Dinner**

Jeff Wulfson began serving as Acting Commissioner after a unanimous vote by the Board of Elementary and Secondary Education on June 27, 2017. He has been with ESE since 1995, previously serving as the Department's Chief Financial Officer, Associate Commissioner for School Finance and District Support, and most recently Deputy Commissioner. He has also served as the chairman of the Massachusetts Teachers' Retirement Board since 2007. Prior to joining ESE, Jeff held management positions with the Department of Revenue's Division of Local Services and with the Office of the Inspector General. Jeff holds undergraduate and MBA degrees from Dartmouth College and an MPA degree from New York University. He is a resident of Brookline, where his two children attended public school. In his spare time he enjoys hiking, sailing, golf, and the Red Sox.



## **ANDREA CABRAL** **Wednesday Keynote Dinner**

Andrea Cabral served as the Commonwealth's Executive Secretary of Public Safety in the Administration of Governor Deval Patrick. She oversaw 14 state public safety agencies, including the Massachusetts State Police, the Department of Correction, the Massachusetts Emergency Management Agency, the Parole Board and the Massachusetts National Guard. Prior to that appointment, she was the Sheriff of Suffolk County for ten years and the first female sheriff in Massachusetts' history. She is a past president of the Massachusetts Sheriffs Association.

As an Assistant District Attorney in the Suffolk County District Attorney's Office, Ms. Cabral was Chief of Suffolk County's first major felony Domestic Violence Unit, Senior Prosecutor for all civil rights cases and Chief of District Court and Community Prosecutions. She authored the state's first continuing legal education manual on domestic violence restraining orders and is also a former Assistant Attorney General and Assistant District Attorney in the Middlesex County District Attorney's Office.

Ms. Cabral is an Eisenhower Fellow and served as one of 18 national experts appointed to the Science Advisory Board

(SAB) by United States Attorney General Eric Holder. She is a member of the Advisory Board of the Rappaport Center for Law and Public Policy, the Editorial Board of *Massachusetts Lawyer's Weekly* and the Governing Board of the Mass Mentoring Partnership.

Ms. Cabral is the co-host of BPR Weekend and a weekly contributor on the Jim and Margery Show.

She is a graduate of Boston College and Suffolk University Law School.



## **BILL DAGGETT** **Thursday General Session**

Bill Daggett, Founder and Chairman of the International Center for Leadership in Education, is recognized worldwide for his proven ability to move preK-12 education systems towards more rigorous and relevant skills and knowledge for all students. For 25 years, he has crisscrossed the US, as well as the industrialized world, to lead school reform efforts to effectively prepare students for their future.

While an avid supporter of public education, he also challenges all of us to be more focused on our children's future than on maintaining the schools of our youth. He is the creator of the Rigor/Relevance Framework which has recently become the cornerstone of much of the nation's school reform efforts. He is also the author of numerous books about learning and education, textbooks, research reports, and journal articles.

Before founding and now serving as Chairman of the International Center for Leadership in Education, Dr. Daggett was a teacher, local administrator, and a director with the New York State Education Department. Dr. Daggett has been recognized as a distinguished alumnus by both Temple University and the State University at Albany.

Dr. Daggett has a special commitment to individuals with disabilities. He and his wife, Bonnie, volunteer their time and lend their support to Wildwood Programs in upstate New York. Wildwood serves the needs of people of all ages who, like their daughter Audrey, have neurological impairments/learning disabilities or autism, by enabling them to become the best that they can be.

## Featured speakers continued



### **STEPHEN BJORK** **Thursday Banquet**

He's come a long way from the nights of frying up mozzarella sticks in the back room of an obscure comedy club in the Boston suburbs. He was a college student, using that part-time job to study

the craft of stand-up comedy by catching glimpses of the performers on stage.

Today, Stephen Bjork is a polished veteran of the highly competitive Boston comedy scene with crisscrossing tours of the country under his belt. A longtime favorite in nightclubs and colleges around the country, Steve enjoys equal success in corporate settings.

From the supermarket, to recess, to family life, and even to cannibalism, Bjork crafts hysterical anecdotes and observations from everyday life. In addition to hundreds of top echelon industry-respected comedians, Bjork has performed with such luminaries as Dane Cook, Steven Wright, Dom Irrera, Dave Chappelle, Joe Rogan, Dana Gould, and Tommy Chong. He has also opened for the legendary musical group The Platters.

Bjork has performed at all of the major Boston and New England comedy clubs along with The Improv in Las Vegas, NV; Mohegan Sun in CT and many, many others.



### **NOAH BERGER** **Friday Featured Session**

Noah Berger is president of the Massachusetts Budget and Policy Center, an independent research organization that produces non-partisan policy research, analysis, and data-driven recommendations

focused on improving the lives of low- and middle-income children and adults, strengthening our state's economy, and enhancing the quality of life in Massachusetts.

Prior to joining the center, Berger served as counsel and policy director for the Massachusetts Senate Committee on Ways and Means from 1993 to 1996 and as policy director for the Massachusetts Senate President from 1996 to 2002.

Berger's leadership extends to the national arena, where he serves on the advisory boards of the Urban-Brookings Tax Policy Center, the Economic Analysis Research Network, and the Tax Alliance for Economic Mobility.

Berger graduated from Harvard College and has a J.D. from Harvard Law School.



### **JOHN KELLY** **Friday General Session**

Dr. John Kelly is the Elizabeth R. Spallin Associate Professor of Psychiatry in Addiction Medicine at Harvard Medical School—the first endowed professor in addiction medicine at Harvard. He is also

the founder and Director of the Recovery Research Institute at the Massachusetts General Hospital (MGH), the Program Director of the Addiction Recovery Management Service (ARMS) and the Associate Director of the Center for Addiction Medicine at MGH. Dr. Kelly is a former President of the American Psychological Association (APA) Society of Addiction Psychology, and is also a Fellow of the APA and a diplomat of the American Board of Professional Psychology. He has served as a consultant to U.S. federal agencies and non-Federal institutions, and foreign governments. His clinical and research work has focused on addiction treatment and the recovery process, mechanisms of behavior change, and in reducing stigma and discrimination among individuals suffering from addiction.



### **JOANNE PETERSON** **Friday General Session**

Joanne Peterson is the Founder and Executive Director of Learn to Cope (LTC), a non-profit peer-led support network which began in 2004.

Mrs. Peterson's journey started as a young girl with siblings experiencing issues with mental illness and addiction. Years later when Joanne discovered that her own son's experimentation with prescription drugs led to an opioid addiction, she was motivated and empowered to use her voice to bring about change. Today her son is in long term recovery. She designed LTC to offer families the support, education, resources and hope that her family would have benefitted from.

Funded by the Massachusetts Department of Public Health (MADPH), LTC has grown to have a full-staff who collaborate with communities across the state to spread messages of prevention, education, awareness and advocacy. Learn to Cope has over 9,000 members on a private online forum, 25 chapters throughout Massachusetts and most recently two chapters in Florida and one in Boise, Idaho. LTC families receive unique support and education from professionals and their peers. Through advocacy and awareness, Mrs. Peterson collaborated with MADPH to become the first parent network in the country to provide the overdose reversal antidote nasal Naloxone.

With the growth and expansion of LTC, Mrs. Peterson

## Featured speakers continued

has been called upon by high level government officials, law enforcement, and educators to assist in their efforts to combat the opioid epidemic. In 2015 Mrs. Peterson was one of the recipients of the Advocate for Action award from the Office of National Drug Control Policy and was also Senator Markey's guest at the State of the Union Address. In March 2016, Mrs. Peterson was asked by Massachusetts Governor Charlie Baker to participate as a panelist for the National Governors Association Health and Human Services Committee to discuss the Nation's opioid crisis. Most recently, Mrs. Peterson was invited to the West Wing to participate in a discussion held by Michael Botticelli, the National Drug Control Policy Director, on the Administration's efforts to address the country's opioid epidemic. Currently, Mrs. Peterson sits on the Massachusetts Health and Human Services Emergency Department Boarding Work Group, as well as the Governor's Special Commission to Study Licensed Addiction Treatment Centers.



### **MARIAN RYAN** **Friday General Session**

Elected to office in 2014, Middlesex County District Attorney Marian Ryan represents the Commonwealth's largest county with 54 towns and cities and 26 colleges in urban, suburban, and rural areas, comprising over one quarter of the population of Massachusetts.

District Attorney Ryan is a career prosecutor with significant courtroom experience having prosecuted many of Middlesex County's most complex and challenging cases. As District Attorney, she is responsible for the prosecution of approximately 40,000 cases a year.

From her experience she has learned that as important as prosecution is, prevention is equally as important and leads to a better outcome. She is a recognized expert on developing and creating innovative solutions that are defined by not simply getting involved after a criminal act has occurred but instead taking meaningful steps to stop crime before it happens.

She has been a leader in domestic violence prevention and prosecution for over three decades and has conducted trainings across the county for prosecutors, law enforcement officers and service providers on recognizing the signs of domestic violence. She also regularly lectures and leads workshops on workplace safety, the dangers of prescription drug abuse, teen dating violence, anti-bullying, and distracted driving; and has been acknowledged for her leadership on the opioid crisis and on developing initiatives aimed at keeping children safe and protecting our seniors.



### **STEVEN BUCKLEY** **Friday Leadership Lunch**

Steve Buckley has been a sportswriter for more than 35 years, and has been a columnist with the Boston Herald since 1995. Prior to joining the Herald, he was a columnist for the National Sports Daily, and covered baseball for the Hartford

Courant, Tacoma News-Tribune and Portland Press Herald.

His last book, "Wicked Good Year," (HarperCollins, 2009), tells the back stories of the Red Sox, Patriots and Celtics all vying for championships between October 2007 and June 2008. He has covered every major Boston sporting event over the past 20 years, including the Patriots' five Super Bowl championships, the Red Sox' three World Series championship victories, the Celtics' run to the NBA championship in the spring of 2008 and the Bruins' 2011 Stanley Cup title.

Buckley is also a founder of the Oldtime Baseball Game, an annual charity event at St. Peter's field in Cambridge featuring local players who don throwback uniforms representing virtually every era in baseball history, from the minor leagues to the Negro Leagues. Since its inception in 1994, the game has raised more than \$800,000 for local charities. He also sits on the board of directors of the Sports Museum of New England.

For more than 25 years he has written an annual Memorial Day column in which he chooses a monument or "hero square" in the Boston area and researches the life of the fallen soldier for whom it is named. He took his 1991 feature on the late Cpl. Albert S. Teevan and later wrote, produced and directed the documentary "Of Monuments and Men: An American Story of World War II," which aired on New England Cable News.

He is also gay. Now that isn't unusual in itself, except that his coming-out column that appeared in the Herald on January 6, 2011 stamped him as one of the country's first openly-gay big-city sports columnists.

Buckley is a 1978 graduate of the University of Massachusetts. He lives in Somerville, Mass.

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# Exhibitors

## Exhibit Hours

Wednesday: 3:00 – 6:30pm  
 Thursday: 7:30am – 3:00pm

## Exhibitors' Events in the Exhibit Hall

Cocktail Reception: Wednesday, 5:00 – 6:30pm  
 Continental Breakfast with Exhibitors: Thursday, 7:30 – 9:30am  
 Ice Cream Social: Thursday, 1:00-2:30pm  
**Bingo Prize Drawing: Thursday, 2:15pm**

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# MASC officers



**PATRICK MURPHY**  
**President**

Patrick Murphy is a 14-year member of the Barnstable School Committee having been elected four times town wide and has served chair for three years and vice-chair for six years. Murphy has also served on the MASC

Board of Directors as President-Elect, Vice President, Treasurer/ Secretary plus two years as Chair of Division VII (Cape and Islands). Murphy is an appointed member of the Local Governance Advisory Committee which meets monthly with the Governor/Lt. Governor and local municipal officials.

After a twenty-year career in the private sector with various technology firms, Mr. Murphy made a career change and became a licensed school business official. He currently serves as Director of Finance and Operations for the Falmouth Public Schools. He is an active member in the Massachusetts School Business Officials association.

For the past several years, Mr. Murphy has been at the forefront of efforts to raise awareness of Cape-wide concerns related to declining student demographics combined with increased school choice, and competition from private schools and charter schools. Together with the area's superintendents, the Cape Cod Collaborative, and the Cape's legislative delegations, Murphy has helped to lead an effort to gather, analyze and present data to better understand the current challenges faced by districts on the Cape. As a member of the Board of Directors, Murphy has been a driving force for the recent legislative initiative and MASC charter school data analysis related to changing Commonwealth Charter School governance.

Over the years, he has also been extremely active at the community level in various board leadership roles. His leadership in numerous Cape Cod associations include the Chamber of Commerce, United Way, Technology Council, Workforce Investment Board which have focused on regional solutions to area concerns and challenges.

Patrick has been married for 27 years to Karen Murphy, a long time school teacher. They have two daughters Norah, 19, and Fiona, 16, who have been successfully educated by the Barnstable Public Schools.



**BEVERLY HUGO**  
**President-Elect**

Beverly Hugo is a product of and a tireless advocate for public education, currently serving her fourth term on the Framingham School Committee. She has been praised by her colleagues for her focus, experience and leadership in

ensuring the best interests of all students. She is respected for her local, state and national advocacy for seeking adequate funding and supports while being fiscally responsible. Positive outcomes for all students is always first and foremost in her work. She believes that a label or an address should not determine a child's path to educational, career or life opportunities. As a certified kindergarten through eighth grade teacher, she began her career in Boston during the first years of desegregation, teaching in multilingual, multicultural and impoverished settings. She has built her career and focused her lifelong skills and goals on what is best for all children, striving for "Excellence and Equity through Public Education."

Currently serving as President-Elect of the Massachusetts Association of School Committees, she previously served as the Division II (Boston/Metropolitan) Chair. Ms. Hugo has maintained an active role on its various committees (Budget, Legislative, Advocacy, Resolutions, Policy, Personnel and Investment) while frequently participating in state and national professional development events, including: NSBA's Annual Convention; the Federal Relations Network (at which she was a previous speaker about Turnaround Schools); the Equity Symposium and at Days on the Hill and annual conferences. She has represented her district for several years as a delegate to the annual assembly and as a presenter on Gifted and Talented Education, the District Governance Support Project, PARCC/MCAS Testing and Student Social and Emotional Wellness. For the past several years, Ms. Hugo has authored and advocated for many resolutions that were ultimately voted upon favorably during the annual Delegate Assemblies, some of which have been enacted into law. She was recently appointed by Governor Baker to serve on his Local Government Advisory Commission. Most recently she was declared finalist for a position, representing school boards, on the U.S. Department of Education's National Assessment Governing Board.

Beverly is a pivotal member of the Framingham School Committee, having recently completed her fourth term as chair, after having served two terms as vice chair. She has served on numerous subcommittees including Finance; Policy; Collective Bargaining; Health Advisory Council; Academic Data Dashboard; and as chair of the Superintendent Search Committee. For the past seven years, she has been the Legislative Liaison to MASC, fostering productive relationships with state and federal legislators, and currently serving her sixth year on the Board of Directors of the Education Collaborative (TEC). She is currently serving two terms as the Secretary-Treasurer of the Suburban Coalition, a group of municipal and school leaders that advocates for adequate resources for public school districts throughout Massachusetts.

Ms. Hugo has, in addition, been a very active presence in the Framingham community, serving on a wide range of committees and volunteer programs including serving as the current Chair of

the Democratic Town Committee; the Metrowest STEM Education Network Advisory Board; as a children's tour guide at the New England Wildflower Society's Garden in the Woods; as a director, judge and coach for the Future Problem Solving International Program. She is a founder of both the Framingham Youth Zone and the Metrowest Teen Pregnancy Prevention Coalition, and a Past President, National Youth Chair and Director of the Mock Trial Program for the American Association for Justice Auxiliary (formerly the Association of Trial Lawyers of America). She is a frequent local speaker on educational issues, serves on the Boston Latin Academy/Girls' Latin School and on the UMass-Amherst Scholarship Committees. She previously served as a coordinator for the Metrowest Area for the annual WGBH Auction.

A graduate of the Boston Public Schools and UMass-Amherst, followed by postgraduate studies at Boston University, Ms. Hugo has taught in the Boston, Brookline and Framingham Public Schools. She is married to her best friend and ardent supporter, Michael, an environmental attorney, and is the proud mother of three children – Carly, Mark and Matt.



**DEVIN SHEEHAN**  
Vice President

Devin M. Sheehan has served on the Holyoke School Committee since first being elected in 2009. As a member of the MASC Board of Directors, Devin previously served as Secretary-Treasurer and as Division Chair, proudly representing Division V (Connecticut Valley Division). Prior to assuming that leadership role, Mr. Sheehan served as the Division Vice Chair and as a member of the Special Education Committee.

Mr. Sheehan has attended and presented at numerous MASC conferences, served as Holyoke's representative in the Delegate Assembly and presented on Roles and Responsibilities for Charting the Course. In addition Sheehan has attended Day on the Hill, National School Board Association (NSBA) Annual Conferences, the NSBA Advocacy Institute and the NSBA Leadership Symposium. Sheehan also represented Massachusetts on the Regional Nominating Committee for the NSBA Board of Directors in October 2014, January 2015 and August 2016. He is currently serving the NSBA as a member of the Governance Review Committee.

On the School Committee Mr. Sheehan has been elected by his peers for the five consecutive years to serve as the Vice Chair. In this role he develops meeting agendas, leads the committee and works with the Receiver to set the mission and goals of the Holyoke Public Schools. Prior to his being elected the School Committee never approved a balanced budget but due to Mr. Sheehan's leadership they have had a balanced budget for the past five years. A major goal of Sheehan's is to have the graduation rate of the Holyoke Public School improve during his tenure. With the administration he has worked to set goals and create a plan that would encompass the entire community to increase the graduation rate in a four year period.

Aside from serving on the Holyoke School Committee Sheehan works in an urban school district in the Office of Instruction as a

Coordinator where he works with the Chief Instructional Officer and multiple academic directors in managing budgets, working with vendors and procuring supplies and curriculum for the district. He has been designated by the Inspector General of the Commonwealth of Massachusetts as an Associate Massachusetts Certified Public Purchasing Official.

Mr. Sheehan is deeply involved in his community serving as a member of the Board of Directors for the Children's Museum at Holyoke and the St. Patrick's Committee of Holyoke. He is also a member of the Friends of the Holyoke Public Schools, the Holyoke Democratic Committee, and the Holyoke Lodge of Elks #902. In January 2013 Mr. Sheehan was recognized by the Republican/Masslive as Best Local Politician. He is a member of the Association for Supervision and Curriculum Development (ASCD) and the American Society for Public Administration. In February of 2017 Mr. Sheehan was honored to be named a 40 Under 40 by the Irish Echo Magazine.

Mr. Sheehan is a graduate of Franklin Pierce University; he has a graduate certificate in Educational Policy and a Master's in Public Policy from the University of Massachusetts-Dartmouth. He resides in Holyoke with his partner, Dr. Michael Dodge.



**DEBORAH DAVIS**  
Secretary-Treasurer

A 20-year member of the Northeast Metropolitan Vocational Technical School Committee, Deb Davis has been a stalwart and effective champion for high quality 21st century vocational programs for all students. She has been a member of the MASC Board of Directors since 2009, when she was elected chair of the vocational division (Division VIII), having previously served as its vice chair and secretary. She has also served on a number of MASC Committees including Resolutions and Nominations, and served as a representative to NSBA's Federal Relations Network and the MA Interscholastic Athletic Association.

Ms. Davis has also attended and presented at numerous MASC conferences, serving as Northeast Metro's representative to the Delegate Assembly, and chaired sessions on vocational education best practices at the annual joint conference. She has also attended multiple NSBA Annual Conferences, the Federal Relations/Advocacy Institute and, earlier this year, the newly formed NSBA Equity Symposium.

On her school committee, she is currently chairwoman and has served as secretary as well as chair of its Nominating, Budget and Hall of Fame Committees. She has been an active member of the Woburn Little League Board of Directors and chaired the Woburn High School All-Night graduation party for the past ten years.

A graduate of Northeast Metro Tech. (Drafting and Design), Davis received a degree in Architectural Engineering from Wentworth Institute of Technology. Professionally, she is a designer for In/Ex Design Group and is the owner of the Deborah P. Davis Architectural Design firm. She also works in guest relations at TD Garden and as a trainer-agent for Delta Airlines.

# MASC officers continued



**JAKE OLIVEIRA**  
**Immediate Past President**

Currently serving his eighth year as a school committee member on the Ludlow School Committee, Jacob (Jake) Oliveira has emerged as a young progressive leader of vision and energy who is committed to advocating for students and their families, educators and local school committee members.

Having previously served as the Association's President in 2016, Mr. Oliveira first joined the MASC Board of Directors in 2011 as Chair of Division V (Connecticut Valley), and previously served as the Division's Secretary-Treasurer and Vice President. He is Chair of MASC's Resolutions Committee, as well as the Board of Directors Policy Subcommittee. He has participated at numerous state and national education workshops and conferences and organized the first of several MASC division meetings that focused on the new educator and administrator evaluation regulations.

At the national level, Mr. Oliveira was elected in 2014 to the National School Boards Association Board of Directors. He is only the 7th member, and the first in nearly 20 years to be elected from Massachusetts. At 29, Mr. Oliveira is the youngest member of NSBA Board of Directors by over a decade. He is active on board of directors as a member of Agenda for Action and Board Policy Review committees. During the 2015 Congressional session, Mr. Oliveira has been active advocating for school districts as the House and Senate debate the re-authorization of

the Elementary and Secondary Education Act.

In Ludlow, Mr. Oliveira is an active presence both on the School Committee as well as in many community undertakings. He also serves as Chair of the Policy and Advocacy subcommittee and as the School Committee's Legislative Liaison; and as Ludlow's representative to the Ludlow Energy Committee; the Lower Pioneer Valley Educational Collaborative Board of Directors. Mr. Oliveira is also very involved in local initiatives. He is currently Chair of the Ludlow Democratic Town Committee; a former elected precinct member; member of the Michael J. Dias Foundation to prevent substance abuse; a member of a local credit union advisory committee and a former 8th grade CCD teacher.

Mr. Oliveira's involvement in education is not limited to his school committee experience: as the Assistant Executive Officer of the MA State Universities Council of Presidents, his professional work entails representing the State Universities on Beacon Hill, with the Board of Higher Education, the Executive Office of Education and the public. Through his professional responsibilities, Mr. Oliveira believes he has become particularly attuned to the politics and complexities of education in the Commonwealth, especially in the budgetary and legislative processes. While in college, he served two years as the student member of the Board of Higher Education representing the nearly 50,000 students enrolled in the State University system, and three years as a member of the Framingham State University's Board of Trustees.

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## MASS officers



**JULIE HACKETT**  
**President**

Dr. Julie Hackett is the President of the Massachusetts Association of School Superintendents and the Superintendent of the Taunton Public Schools. A first-generation college student from a working-class community, she is the

product of an outstanding public education. Julie works tirelessly to eliminate barriers to student learning and promote post-secondary pursuits for all.

Julie's career in public education spans more than 25 years. As a high school English teacher in Old Town, Maine, she focused on working with at-risk students, developing an innovative partnership between high school and pre-kindergarten. Her work as a teacher-researcher culminated in her first co-authored book, *Strategic Reading: Guiding Students to Lifelong Literacy, 6-12* (Heinemann, 2000). Moving from classroom teacher to building and system leader, Julie continued her career in a variety of administrative roles in diverse, rural, suburban, and urban districts, in both disadvantaged and affluent public school systems.

While serving as a middle school principal in 2001, Governor Angus King appointed Julie to the Maine Learning Technology Initiative (MLTI) Design Team. Maine was the first state in the nation to put laptops in the hands of every middle school student, earning MLTI recognition for creating the largest 1:1 educational technology program in the world. As a Director of Curriculum and Instruction and a Deputy Superintendent for Teaching and Learning, Dr. Hackett developed comprehensive PK-12 local assessment systems, implemented a district-wide K-8 foreign language program, and led numerous strategic planning efforts for school systems, communities, and non-profits, such as the Boys and Girls Club.

In 2009, Dr. Hackett was the first female to be named superintendent in the history of the Taunton Public Schools. Taunton is a diverse urban city in Massachusetts with nearly two-thirds of its 8,200 students eligible for free and reduced lunch. Now in her tenth year leading this same school system, Julie writes about the importance of stable leadership in effecting long-lasting, sustainable change ("The High Price of Superintendent Turnover," *School Administrator*, October 2015). Guided by her firm belief that inclusion benefits everyone and all children have a right to learn with their peers, Julie successfully integrated English Language Learners into their neigh-



borhood schools and led collaborative efforts to develop a district-wide philosophy of inclusion.

She worked closely with educators and her team to increase the number of co-teachers, improve the quality of professional development and staffing, and put new inclusionary practices in place. Together, Julie and the Taunton school community created one of the first district-wide models of inclusion in the state, and in 2015, Dr. Hackett was the first Massachusetts superintendent to be named a Community Partnership Award Winner by the Federation of Children with Special Needs.

Julie believes that collaboration and her focus on strengthening superintendent-school board relationships have enabled her to tackle increasingly complex leadership challenges successfully. She recently completed her second book, *Building Relationships, Yielding Results: How Superintendents Can Work with School Boards to Create Productive Teams*, published by Harvard Education Press in 2015. Dr. Hackett frequently presents at state and national conferences, sharing her ideas on how superintendents and school boards can work together to build meaningful relationships focused on improving student performance. In her spare time, Julie enjoys writing and traveling to new places with her husband, Frank, and their sons, Parker and Cameron.



**ERIC CONTI**  
**President-Elect**

After graduating from Brown University, Eric worked for AT&T for five years. From the corporate world Eric went back to Brown for his Masters in teaching science. As a seventh grade science teacher in East Greenwich, RI,

Eric was nominated for the Sallie Mae first year teacher's award. Eric attended the University of Wisconsin in Madison and worked for the Consortium for Policy Research in Education while earning his doctorate. Wisconsin led to an Assistant Superintendent's position for the Manchester Essex Regional School District in Massachusetts. From Massachusetts, Eric took a job as Assistant Superintendent in Culpeper County, Virginia. Eric's current position as Superintendent of the Burlington Public School district in Burlington, MA is where all that he has learned along his many stops is being put to good use.



**BRADFORD JACKSON**  
**Vice President**

Brad Jackson is the Superintendent of Schools in Holliston, a position he has held since 2004. Prior to joining Holliston, Brad served a number of communities as a Central Office administrator, including serving as Assistant Superintendent of Schools in The

Public Schools of Northborough-Southborough, Director of Administration and Finance in the Wilmington Public Schools and Business Administrator of School Administrative Unit #27 (SAU #27) in Hudson and Litchfield, NH. Brad has also served as an elected member of the Wilmington School Committee and as an appointed member of the Wilmington Finance Committee during the mid-1980's to mid-1990's.

Brad holds a Bachelor of Science Degree in Business Management from Babson College, a Master of Business Administration (MBA) from Babson College, a Certificate of Advanced Graduate Studies in Educational Leadership from the University of New England, and a Doctorate in Educational Leadership from the Lynch School of Education at Boston College. Brad also serves as an Adjunct Professor in the Educational Leadership Graduate program at the University of New England in Biddeford, Maine.



**MARY MARGARET BOURQUE**  
**Immediate Past President**

Mary Margaret Bourque is the Superintendent of the Chelsea Public Schools. A life-long educator committed to improving urban education, Ms. Bourque is a proud graduate of Chelsea High School. Ms. Bourque graduated

with a Bachelor of Arts degree from Salem State College. She received her Masters and Doctorate in Education from Boston University School of Education. Her doctoral research centered upon the impact of student mobility in urban districts within Massachusetts and the consequences mobility has upon school's and district's performance accountability under the federal Title I Act. Her doctoral research has been the basis for reform to both MA and Federal policy.

Ms. Bourque began her teaching career as a middle school teacher in St. Peter's Elementary School, South Boston. She returned to Chelsea teaching at both the high school and elementary schools. In 1998 Ms. Bourque was offered the opportunity to help open a start-up school, the Clark Avenue Middle School, for approximately 750 grade five and grade six students. She served as assistant principal and principal of the Clark Avenue Middle School. While serving in both positions she also led the district-wide curriculum alignment and formative assessment design work. Ms. Bourque accepted the position of Asst. Superintendent of the Chelsea Public Schools in 2004 and became Deputy Superintendent in 2008. On July 1, 2011 she became the district's Superintendent. Most recently she served as the 2016-2017 MASS President and was awarded the 2017 AASA MA Superintendent of the Year and the MASS 2017 Bobbie D'Alessandro Women in Leadership Award. She continues to serve as one of the four Chairs for the Urban Superintendents' Network.

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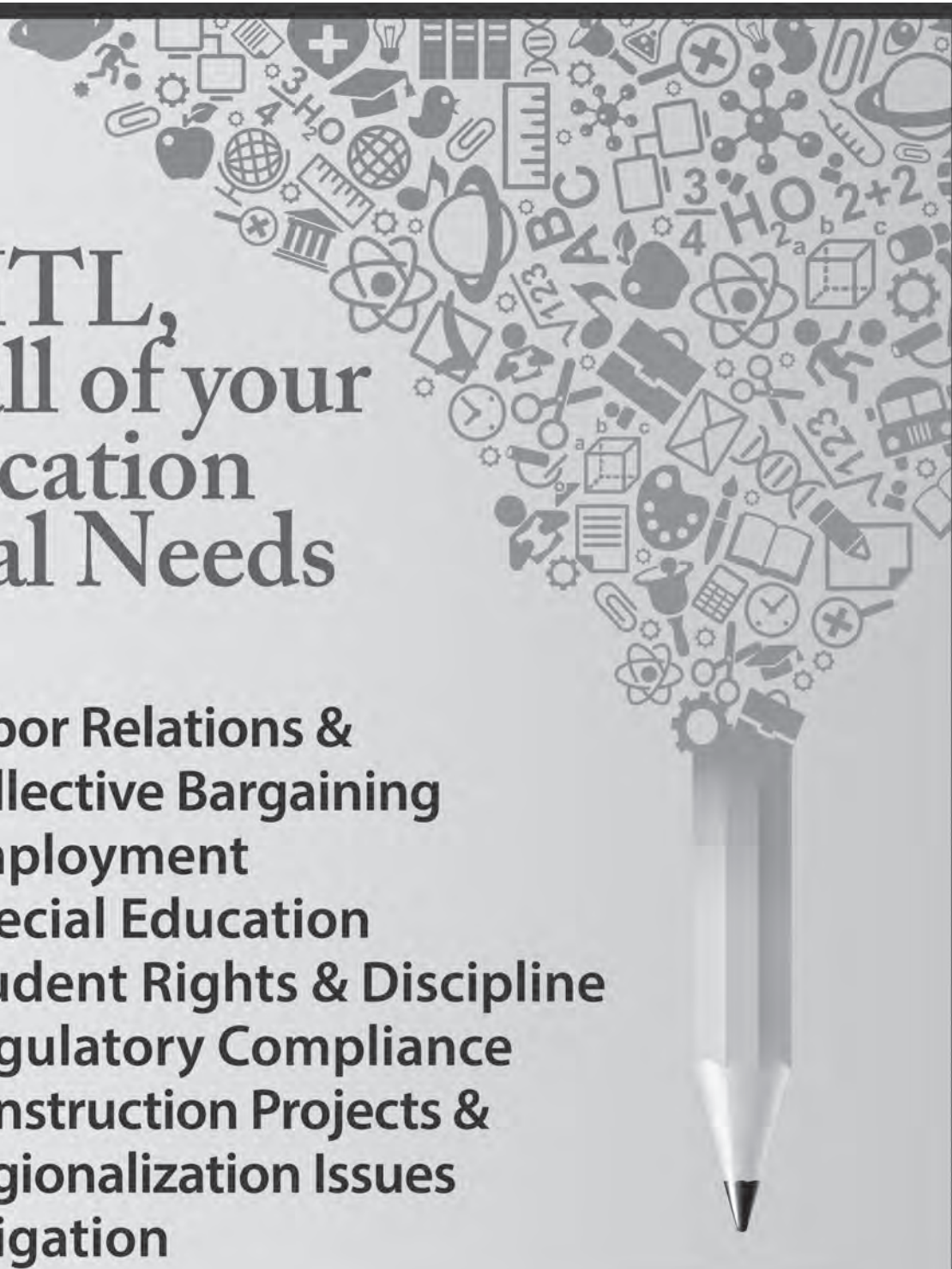
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