# 2024 MASS/ALLIANCE SUMMER CONVENTION

## Beau Rivage Resort and Casino **Agenda**

### Saturday, July 6, 2024

3:00 p.m. – 7:00 p.m. Registration for Superintendents Registration Desk

4:30 p.m. – 6:30 p.m. **GENERAL SESSION** Magnolia A

Welcome/Remarks/Introductions:

Dr. Phil Burchfield, Executive Director, MASS

Introduction:

Dr. Todd English, President, MASS

"Legal Issues"

Jim Keith, Adams and Reese LLP

6:30 p.m. – 8:00 p.m. **Reception** Magnolia E, F, G, H *Sponsored by:* 

YOUNG LAW GROUP

### **Sunday, July 7, 2024**

8:00 a.m. – 10:00 a.m. Prayer Breakfast Magnolia A

(Retiring Superintendents to be Recognized)

Sponsored by:

TRANSAMERICA LIFE INSURANCE /

**CATCHINGS AGENCY** 

1:00 p.m. - 3:00 p.m. **Exhibitor Registration** 

2:00 p.m. – 6:00 p.m. Registration for Alliance Members Registration Desk

4:00 p.m. – 5:00 p.m. Alliance Chairpersons' Meeting Azalea D

6:00 p.m. – 9:30 p.m. **Show Time on the Coast** Magnolia Ballroom

Dining Begins at 6:00 p.m.

### ENTERTAINMENT BEGINS AT 7:00 P.M.

Sponsored by:

ABM INDUSTRY GROUPS, LLC

C SPIRE

**EDUCATIONAL MATERIALS SPECIALISTS** 

ENDEAVOR IT

**GREENE EDUCATION** 

JUMPSTART TEST PREP

MISSISSIPPI COUNCIL OF COCA-COLA BOTTLER'S ASSOCIATION

**PRYORMORROW** 

WILLIAM CAREY UNIVERSITY

### **Monday, July 8, 2024**

6:45 a.m. – 7:45 a.m. Continental Breakfast

Sponsored by:

CURRICULUM ASSOCIATES
INTERIOR ELEMENTS

6:45 a.m. Exhibit Hall Opens for the Day

8:00 a.m. – 10:30 a.m. **GENERAL SESSION** 

Theatre

Magnolia Foyer

Welcome/Remarks/Introductions:

Dr. Phil Burchfield, Executive Director, MASS

Introduction:

Dr. Todd English, President, MASS

Jerry Almendarez, Keynote Speaker *Sponsored by:* 

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10:30 a.m. – 11:00 a.m. Break Magnolia Foyer

11:00 a.m. – 12:30 p.m. Alliance Sectional Meetings

**Superintendents** Magnolia A

"Navigating the AI Frontier: Equipping Educators for Responsible Integration"

Shelly Hollis, Director, Center for Cyber Education, Mississippi State University

Dr. Monica Donohue, CEO and AI Author, Dia Analytics

Dr. Kolin Napeir, Director,

Mississippi Artificial Intelligence Network

Facilitator: Dr. Todd English, President, MASS

**Assistant Superintendents / Curriculum Coordinators** Magnolia E

"Reimagining Educational Leadership: Characteristics for Leading in the 21st Century"

Jerry Almendarez, Superintendent, Santa Ana Unified School District

Facilitator: John Ferrell, Assistant Superintendent,

New Albany School District

11:00 a.m. – 12:30 p.m. Alliance Sectional Meetings

Athletic Directors

"Mississippi High School Activities Association Updates and Legal Issues Related to Athletics & Activities"

Rickey Neaves, Executive Director, MHSAA,

MHSAA Staff

Attorney Jim Keith, Adams & Reese LLP

Facilitator: Richard Smithhart, Athletic Director,

Pearl Public School District

Business Officials Magnolia B

Azalea C

Azalea B

Magnolia G - H

"Updates from the Office of School Financial Services, Grants Management and Federal Programs"

Letitia Johnson, Bureau Director, MDE

Elisha Campbell, Executive Director, MDE

Dr. Judy Nelson, Executive Director, MDE

Facilitator: Shelia Copeland, Business Officer,

Simpson County School District

Career and Technical Directors

"MDE Updates for CTE"

Brett Robinson, CTE Director, MDE

Facilitator: Michael West, Career and Technical Director,

Wayne County School District

Elementary Principals

"Inclusive Leadership: The Heart of the Matter"

Jennifer L. Boykin, Ed.D., Executive Director, Special Education, MDE

Facilitator: Dr. Michael Pope, Elementary Principal,

Clinton Public School District

11:00 a.m. – 12:30 p.m. Alliance Sectional Meetings

### **Federal Programs Directors**

Magnolia F

"School Improvement Updates"

Dr. Sonja Robertson, Executive Director, School Improvement, MDE

Shakinna Patterson, Director, School Improvement Programs, MDE

Alan Burrows, Executive Director, District & School Performance, MDE

Timothy Scott, Director of Accountability Services, District & School Performance, MDE

Facilitator: Eileen Dowsing, Federal Programs Director,

Holly Springs School District

#### **Public Information Officers**

Oaks Board Room

"Crisis Communications: Keeping Constituents Informed Amid Crucial Situations"

Everett R. Chinn, Ed.S, Public Relations Specialist, Greenville Public School District

Facilitator: Gene Graham, Public Information Officer,

Madison County School District

### **Secondary/Middle Level Principals**

Magnolia C

"Leading and Learning Authentically in an Artificial Intelligent World"

Dr. Laquanta Nelson, Educational Consultant, The BOSS Educator

Facilitator: Tanya Pickering, Secondary/Middle Level Principal, Covington County School District

### **Special Education Directors**

Magnolia D

"Special Education Legal Updates"

Jim Keith, Adams and Reese LLP

KaShonda L. Day, Adams and Reese LLP

Facilitator: Aletha Simpson, Special Education Director,

Grenada School District

11:00 a.m. – 12:30 p.m. Alliance Sectional Meetings

**Technology Directors** 

Azalea D

"Legal Issues Involving AI and Student Investigations"

John Hooks, Adams and Reese LLP

Facilitator: Ross Randall, Technology Director,

Lamar County School District

12:30 p.m. - 2:00 p.m. Lunch with the Exhibitors

Magnolia Foyer

2:00 p.m. - 4:00 p.m. Concurrent Sessions

**Concurrent Session 1** 

Magnolia E

"What does the American Institute of Architect (AIA) Agreement Between Owner and Architect really Mean?"

- Why should your school district enter into an AIA Agreement Between Owner and Architect.
- Which AIA Agreement Between Owner and Architect is applicable to your particular project.
- Bidding processes, bid irregularities, accepting, or rejecting bids, and award of the contract.

Rud Robison, AIA, PryorMorrow

William Dexter, Managing Principal, PryorMorrow

Brian Jones, Superintendent, Amory School District

Nickey Marshall, Superintendent, Prentiss County School District

#### **Concurrent Session 2**

Magnolia F

### "Teaching to the Edges. Empowering School Leaders to Help All Students Reach Their Full Potential"

- Discuss strategies to serve exceptional education
- Discuss economically disadvantaged
- Discuss English Language learners

Dr. Teresa Poole, Dean of Education, WCU

Dr. Eddie Peasant, Assistant Dean of Education, WCU

Dr. Kim Benton, Assistant Professor, WCU

Dr. Patti Permenter, Assistant Professor, WCU

Dr. Mark Yeager, Chair, Exceptional Education, WCU

2:00 p.m. - 4:00 p.m. Concurrent Sessions

### **Concurrent Session 3**

### Magnolia G

### "The Best of Both Worlds: Leveraging Technology to Support Teachers"

- Effective teachers can be supported but never replaced by quality instructional technology.
- With thorough planning and implementation, teachers can leverage technology to prepare students for tests.
- Technology can help teachers get the MOST improvement in the LEAST review time.

Rod Martin, Vice President of Curriculum/Regional Director, Jumpstart Test Prep

Dr. Stephanie Duguid, Vice President of Sales and Marketing, Jumpstart Test Prep

### **Concurrent Session 4**

### Magnolia H

### "Navigating the Tides of Change: Mastering Federal Programs in Education"

- Guidance for new Federal Programs Directors on the first 90-120 days of the school year
- Strategic planning and alignment of funding with needs and being in compliance
- Support for district and school leaders in using federal funds to receive maximum student impact

Kelli Speed, Federal Programs Content Lead, Bailey Education Group

Dr. Toy Watts, MS Sales Manager, Bailey Education Group

Kelly Earls, MS State Director, Bailey Education Group

### **Concurrent Session 5**

### Azalea A

### "Strategically Funding Your Infrastructure Ambitions"

- Explore stackable funding options available for school infrastructure & strategies to magnify impact.
- Learn how districts are leveraging energy partnerships to enable bold projects.
- Identify critical success factors and considerations to help achieve desired outcomes.

Allie Harris, Mississippi & Georgia Market Leader, Schneider Electric

Alan Lumpkin, Superintendent, Scott County School District

Chad Harrison, Assistant Superintendent, Scott County School District

2:00 p.m. - 4:00 p.m. Concurrent Sessions

### **Concurrent Session 6**

Azalea B

## "Passing Bond Issues and Creative Alternatives for Financing Construction Projects"

- Hear from school districts that successfully passed bond issues.
- Hear from other school districts that financed projects without a bond election
- Develop effective financial plans and use creative financing options while avoiding the pitfalls

Jim Young, Attorney, Young Law Group; MuniGroup

Warren Greenlee, Attorney, Young Law Group; MuniGroup

Bonnie Granger, Attorney/CPA, Young Law Group

### **Concurrent Session 7**

Azalea C

### "AI as a Catalyst: Transforming Teaching and Learning Across Districts"

- How do we deepen the understanding of how students learn and grow through AI
- Understanding the Context of AI in the district
- Developing a shared understanding of AI to accelerate student outcomes

Jerry Almendarez, Superintendent, Santa Ana Unified School District

Dr. Susan Muse Rucker, MS State Director, NCEE

Dr. Cederick Ellis, National Facilitator, NCEE

### **Concurrent Session 8**

Azalea D

### "Strategic Insights: Deploying AI to Elevate School Districts"

- Implementing AI for Administrative Efficacy
- Key Considerations for Integrating AI
- AI Tools at a Glance

Jessica Mia Quinn, Ed.S., Chief of Staff, Greene Education

Windell Greene, M.B.A., Chief Executive Officer, Greene Education

Cloyd Garth, Superintendent, Hazlehurst City School District

2:00 p.m. - 4:00 p.m. Concurrent Sessions

### **Concurrent Session 9**

Theatre

### "Legal Issues in This Era of Transformation"

- New Title IX Regulations, Changes in the Fair Labor Standards Act, Independent Contractors
- Personnel Matters in Light of Recent Title VII Litigation, Employees/Parents on Social Media
- AI Challenges, IDEA/Section 504, Transgender Issues, Vaping, Medical Marijuana, Booster Clubs

Elizabeth Maron, Adams and Reese LLP

KaShonda Day, Adams and Reese LLP

John Hooks, Adams and Reese LLP

Jim Keith, Adams and Reese LLP

4:30 p.m. Exhibit Hall Closes for the Day

4:30 p.m. – 6:00 p.m.

### **President's Reception**

Magnolia Ballroom

Sponsored by:

**BAILEY EDUCATION GROUP** 

HOWARD TECHNOLOGY

MISSISSIPPI STATE UNIVERSITY

NATIONAL CENTER ON EDUCATION AND THE ECONOMY

SCHNEIDER ELECTRIC

THE EXCELLENCE GROUP

THE KIRKLAND GROUP

University of Southern Mississippi

WATERS TRUCKS

AND OUR LOYAL MASS PARTNERS: AMERICAN FIDELITY ASSURANCE COMPANY SCHOLASTIC EDUCATION

### Tuesday, July 9, 2024

7:00 a.m. -8:00 a.m. Continental Breakfast

Sponsored by:

Magnolia Foyer

GOVERNMENT CONSULTANTS, INC. KELLY EDUCATION

7:00 a.m. Exhibit Hall Opens for the Day

8:00 a.m. – 9:30 a.m. **Concurrent Sessions** 

### **Concurrent Session 1**

Magnolia E

### "2024 Legislative Update"

- Provide updates to legislation passed in the 2024 session.
- Discuss possible legislative topics for 2025 session.
- Q and A

Holly Spivey, Director, Government Relations, MDE

### **Concurrent Session 2**

Magnolia F

### "MSIS 2.0 Demonstration for Superintendents"

- Experience MSIS 2.0: MDE will provide live overview of MSIS 2.0 for Superintendents
- MSIS 2.0 Data Tools: Explore reports and analytics, data quality dashboard, and certification process
- Training and Support: Learn about MDE's SY2024-25 training and support plan for district MSIS users

John Kraman, Chief Information Officer, MDE

Deborah Donovan, Director, Data Analysis and Reporting, MDE

Melissa Banks, Director,

Data Use and Professional Learning, MDE

### **Concurrent Session 3**

Magnolia G

### "Generative AI in Education: Where Does it Fit?"

- Defining Generative AI
- Generative AI use cases for Education
- Where to start your Generative AI Journey

Allison Abel, Partner Systems Architect, Dell Technologies

8:00 a.m. - 9:30 a.m. Concurrent Sessions

### **Concurrent Session 4**

Magnolia H

### "Fortify, Educate, Empower: Navigating Cybersecurity in Education"

- Trending Cybercrime Tactics
- Cybersecurity Solution Trends
- How to Navigate Cybersecurity in Education (Students & Staff)

Raj Patel, Chief Growth Officer, SensCy

Grace Strahan, VP, Sales Operations & Product Development, Endeavor IT

### **Concurrent Session 5**

Azalea A

### "Recommendations for Turning the Science of Reading Research into Results"

- A research-based literacy instruction framework proven to increase organizational alignment and instructional equity
- Evidence-based drivers and practices that lead to long-term transformational outcomes
- Literacy initiatives that are making a difference and leaving a leadership legacy

Dr. Joyce Jamerson, Director of Academic Planning and Solution Development, Scholastic Education Solutions

### **Concurrent Session 6**

Azalea B

### "To 'SEE' Success Administrators, Counselors, Teachers, and Bus Drivers all Play Important Roles"

- Administrators, counselors, and teachers all play a vital role in the success of a district
- Bus drivers set the tone for the beginning and end of each day
- How can we work together to "SEE" Success We'd like to show you how

Dr. Mitzi Moore, The Excellence Group

Dr. Mina Ross Bryan-Lightsey, The Excellence Group

Cheryl Johnson, The Excellence Group

Dennis Penton, The Excellence Group

### 8:00 a.m. – 9:30 a.m. **Concurrent Sessions**

#### **Concurrent Session 7**

Azalea C

### "Maximizing Your Assessment Results"

- Identify Instructional Needs
- Guide Next-Step Instruction
- Grow Student Capacity

Dr. Jennifer Mathis, Secondary Curriculum, George County School District

Patti Wilkes Seaman, Elementary Curriculum, George County School District

Paul Shelly, President, ELS

Dr. J.P. Beaudoin, Consultant, Columbia School District/AIM

### **Concurrent Session 8**

Azalea D

### "Off to a Fresh Start"

- Here's the plan: Begin with the end in mind. Start fast! Stay Focused! Finish Strong!
- Begin the school year with concentration on refocusing teacher mindsets, resources and expectations
- Informative strategies and tools that can help achieve this fresh start

Starr Brown, Academic Coach,

Performance Based Education Company

Lee Ann Fulton, Academic Coach, Performance Based Education Company

Leah Ivey, Academic Coach,

Performance Based Education Company

Alee Dixon, Superintendent, Tate County School District

Amy Williams, Assistant Superintendent, Tate County School District

### **Concurrent Session 9**

Theatre

### "Legal Issues in This Era of Transformation"

- New Title IX Regulations, Changes in the Fair Labor Standards Act, Independent Contractors
- Personnel Matters in Light of Recent Title VII Litigation, Employee Misconduct, FMLA
- AI Challenges, IDEA/Section 504, Transgender Issues, Vaping, Medical Marijuana, Booster Clubs

Elizabeth Maron, Adams and Reese LLP

KaShonda Day, Adams and Reese LLP

John Hooks, Adams and Reese LLP

Jim Keith, Adams and Reese LLP

9:30 a.m. – 10:00 a.m. **Break** Magnolia Foyer 10:00 a.m. − 11:30 a.m. **Concurrent Sessions Concurrent Session 1** Magnolia E "Updates from the Office of Academic Education and Accountability" - Updates regarding initiatives related to program offices from the Chief Accountability Officer - Updates regarding initiatives related to program offices from the Chief Academic Officer - Q and A Dr. Donna Boone, Chief Academic Officer, MDE Dr. Paula Vanderford, Chief Accountability Officer, MDE **Concurrent Session 2** Magnolia F "Mississippi Student Funding Formula" - MAEP Compared to MSFF - Weighted Components - Example of Funding Calculation Letitia Johnson, Bureau Director, School Financial Services, MDE Magnolia G **Concurrent Session 3** "Grow Your Own: A University-School District Partnership Approach to Addressing the Teacher Shortage" - Identifying the need and creating a university-school district partnership. - Implementing collaborative recruitment efforts with a focus on community engagement - Reflecting, identifying, and celebrating the successes of students, residents, and the school district Andrea Krell, Director of Teacher Residency, University of Southern Mississippi

Dr. Angela Lowery, Superintendent, South Pike School District

Dr. Donielle Stephens, Director of Educational Field Experiences, University of Southern Mississippi

### 10:00 a.m. − 11:30 a.m. **Concurrent Sessions**

### **Concurrent Session 4**

Magnolia H

### "Popping the Bubble to Burst into Proficiency"

- Where are you? Identifying the problem.
- Where are you going? Setting goals.
- How do you get there? Implementing The Kirkland Group's strategies for success!

Carla Kirkland, CEO, The Kirkland Group

Coach Antoine Kimble, School Improvement Coach, The Kirkland Group

Coach Angelia Johnson, Chief Academic Officer, The Kirkland Group

Dr. Carrie Walker, School Improvement Coach, The Kirkland Group

Dr. Fredrick Shelby, School Improvement Coach, The Kirkland Group

### **Concurrent Session 5**

Azalea A

### "AI and Technology in Education"

- Leveraging AI and technology to increase students' outcomes
- The power of tutoring in promoting student learning
- The role of virtual reality in education's future

Ethan Fieldman, Founder and President, Study Edge

#### **Concurrent Session 6**

Azalea B

### "Hot Topics in School Business and Finance"

- Discuss current funding issues: State funding, PERS, ad valorem taxes and other business topics.
- Discuss how to wrap up construction projects and manage ESSER issues.
- Discuss creative financial planning to maximize revenues and accomplish goals with notes, bonds and leases

Jim Young, Attorney, Young Law Group

Warren Greenlee, Attorney, Young Law Group; MuniGroup

Bonnie Granger, Attorney/CPA, Young Law Group

### 10:00 a.m. − 11:30 a.m. **Concurrent Sessions**

### **Concurrent Session 7**

Azalea C

### "Working Together with AI & Palo Alto Networks"

- How we use AI and Machine Learning in our Product Offerings Strata Cloud Manager w/ Command Center & CoPilot
- Demo Cortex Portfolio discussion
- AI Integration with Wanjiru Allen.

Jon Mallory, Systems Engineer, Palo Alto Networks

### **Concurrent Session 8**

Azalea D

### "Research Doesn't Have to Be Abstract - Doctoral Research Projects Conducted in Mississippi Schools"

- Research projects designed to improve Mississippi schools
- Problems of Practice applied to Mississippi schools
- Recent doctoral graduates share the results of their research conducted in their schools

Dr. Myron Labat, Associate Professor,

Mississippi State University

Dr. Leigh Ann McMullan, Associate Clinical Professor, Mississippi State University

Dr. Paula Tharp, Assistant Professor, Mississippi State University

### **Concurrent Session 9**

Theatre

### "Legal Issues in This Era of Transformation"

- Changes in the Fair Labor Standards Act, Independent Contractors, Social Media Issues
- Employee Performance, Non-Renewals/Terminations, FMLA, ADA, Donated Leave
- AI Challenges, Transgender Issues, Title IX/Athletics, Vaping, Medical Marijuana, Booster Clubs

Elizabeth Maron, Adams and Reese LLP

KaShonda Day, Adams and Reese LLP

John Hooks, Adams and Reese LLP

Jim Keith, Adams and Reese LLP

### 11:30 a.m. – 2:00 p.m. **Luncheon**

Magnolia Ballroom

Remarks/Introductions:

Dr. Phil Burchfield, Executive Director, MASS

Remarks: Larry Holland, Senior Consultant, Scholastic, Inc.

Sponsored by:

SCHOLASTIC EDUCATION

2:00 p.m. – 2:30 p.m. Break Magnolia Foyer

2:30 p.m. – 4:30 p.m. Alliance Sectional Meetings

Superintendents (All Superintendents Should Attend) Magnolia A

Magnolia C

"Business Meeting"

Facilitator: Dr. Todd English, President, MASS

Assistant Superintendents / Curriculum Coordinators

"Strategic Insights: Deploying AI to Elevate School Districts"

Jessica Mia Quinn, Ed.S., Chief of Staff, Greene Education

Facilitator: John Ferrell, Assistant Superintendent,

New Albany School District

Athletic Directors Azalea C

"Embracing the Future: AI in Education"

Chris Chism, Superintendent, Pearl Public School District

Facilitator: Richard Smithhart, Athletic Director,

Pearl Public School District

**Business Officials** Azalea A

"GASB 96 Updates and Fraud and Fraud Prevention in the world of Artificial Intelligence"

Suzanne E. Smith, CPA, PLLC

Thomas S. Chain, Director, Technical Assistance,

Mississippi Office of the State Auditor

Justin Abarca, Financial Center Leader, Hancock Whitney Bank

Facilitator: Shelia Copeland, Business Officer,

Simpson County School District

2:30 p.m. – 4:30 p.m. Alliance Sectional Meetings

### **Career and Technical Directors**

Azalea B

"AI and CTE Education: Powering the Future Workforce"

Kyle McDill, Project Manager of Curriculum, MS State RCU

Facilitator: Michael West, Career and Technical Director,

Wayne County School District

Elementary Principals and Secondary/Middle Level Principals Magnolia E - H

"AI in the K-12 Classroom: Tool or Trouble?"

Shelly Hollis, Director, Center for Cyber Education, Mississippi State University

Dr. Dana AlZoubi, Instructor, Mississippi State University

Facilitator: Dr. Michael Pope, Elementary Principal,

Clinton Public School District

Facilitator: Tanya Pickering, Secondary/Middle Level Principal,

Covington County School District

### **Federal Programs Directors**

Magnolia B

"ESSER II Monitoring & ARP ESSER Closeout"

Elisha Campbell, Executive Director, Grants Management, MDE Dr. Judy Nelson, Executive Director, Federal Programs, MDE Lindsey Jackson, Senior Management Consultant, FORVIS

Facilitator: Eileen Dowsing, Federal Programs Director,

Holly Springs School District

2:30 p.m. – 4:30 p.m. Alliance Sectional Meetings

**Public Information Officers** 

Oaks Board Room

"Telling Your Story"

Amanda Brewer, Public Relations Specialist, Pearl Public School District

Tearri done School District

Sharon Patrick, Public Relations Manager,

Rankin County School District

Facilitator: Gene Graham, Public Information Officer,

Madison County School District

**Special Education Directors** 

Magnolia D

"Special Education Updates"

Dr. Jennifer Boykin, Executive Director, MDE

Facilitator: Aletha Simpson, Special Education Director,

Grenada School District

**Technology Directors** 

Azalea D

"AI in Education Technology Director's Roundtable"

Facilitator: Ross Randall, Technology Director,

Lamar County School District

4:30 p.m. Exhibit Hall Closes

### Wednesday, July 10, 2024

7:00 a.m. - 8:00 a.m. Continental Breakfast

Sponsored by:

Magnolia Foyer

CMTA, INC.

JACKSON COMMUNICATIONS LLC

8:00 a.m. – 10:30 a.m. **GENERAL SESSION** 

Magnolia A

Welcome/Remarks/Introductions:

Dr. Phil Burchfield, Executive Director, MASS

Dan Mullen, Keynote Speaker

Sponsored by:

**MUNIGROUP** 

**Door Prizes (Must Be Present to Win)** 

11:00 a.m. – 12:30 p.m. **2024 – 2025 MASS Board Meeting/Lunch** 

Azalea C - D

Sectional Committee Reports to MASS Board

All Sectional Committee Chairpersons should attend this meeting and give a verbal report to the Board. If any of the chairpersons cannot attend, they should appoint a designee.