CREATIVITY AND INNOVATION: KEYS TO 21ST CENTURY LEARNING

NATIONAL QUALITY EDUCATION CONFERENCE
November 17 – 18, 2013 | Milwaukee, WI

Register today!
nqec.asq.org
Get early-bird pricing through October 14, 2013.
Why should I attend the 2013 National Quality Education Conference?

Collaboration, critical thinking, communication, creativity—these are all vital traits for today’s learners to develop, but how can continuous improvement in your school and district help create new ways to teach these crucial skill sets and provide tailored programs to meet the students’ needs?

ASQ’s National Quality Education Conference will demonstrate how creativity and innovation complement continuous improvement by focusing on teamwork, solutions, and the customer—in this case, the learner—no matter the grade level.

THE 2013 NATIONAL QUALITY EDUCATION CONFERENCE OFFERS EDUCATORS A WIDE VARIETY OF LEARNING AND NETWORKING OPPORTUNITIES.

♦ More than 30 concurrent sessions to allow you to pick the best sessions to meet your needs
♦ Five half-day preconference hands-on workshops to advance your skills
♦ Real-life examples of how quality improves student achievement at the Education Team Excellence Recognition Award sessions
♦ Renowned keynote speakers will share their experience and best practices
♦ Networking opportunities with hundreds of educators and leaders focused on building quality schools

HOW CAN I JUSTIFY ATTENDING THE 2013 NATIONAL QUALITY EDUCATION CONFERENCE TO MY SCHOOL AND DISTRICT LEADERS?

With small budgets and lack of time, it can be hard to convince your boss that the cost of registration and travel is worthwhile. Here are some great reasons why your school and district need to be a part of this wonderful education event.

♦ You will come home with the framework for improving your schools. Through the Education Team Excellence Recognition Award you will be able to download the outlines of very powerful programs that made measurable impacts in schools around the world. You can put that information to work in your classrooms immediately.
♦ Conference leaders and expert keynote speakers are available to you. NQEC speakers usually stay for the entire conference and are always available for questions and discussion after their presentations.
♦ Network. Rub elbows with individuals who have implemented cost savings and quality improvement in their schools and districts. Talk to them. Learn from them.
♦ Implement. After the conference, implement one quality tool you learned. Document the savings and you will never have an issue proving the value of NQEC again.
Creativity and Innovation: Keys to 21st Century Learning

FOCUS AREAS:

INNOVATION THROUGH SHARED LEADERSHIP
♦ Innovative schools, districts, and colleges are discovering ways to build leadership capacity among all members of the educational community. This includes not only administrators and faculty, but students, parents, business leaders, and community and citizen stakeholders. Implementing sustainable improvement is more positive when the whole school community has buy-in and participation than when a sole leader directs change. Shared leadership applies to governance, professional development, school culture, and learning at the classroom and individual student level.

PROCESS MANAGEMENT TO IMPROVE SERVICES AND LEARNING
♦ The Malcolm Baldrige National Quality Award process is one model used by many districts and higher education institutions to improve their processes and outcomes. Other models such as the ISO 9001 family of standards and Lean Six Sigma, like Baldrige, emphasize customer satisfaction, leadership across varying levels of an organization, PDSA, stakeholder engagement across all levels, and a systems approach to management. This focus area highlights schools, districts, and higher education institutions that have delved into any of these methods of process management.

CREATIVE COLLABORATION AND COMMON LESSON PLANNING: DEVELOPING EFFECTIVE INSTRUCTION TO IMPROVE OUTCOMES
♦ Supporting teachers in their professional development is essential to delivering the highest quality instruction to all students. Common lesson planning time and professional learning communities (PLCs) allow teachers to improve their teaching skills in a collaborative, group-directed environment, thereby improving student learning. Likewise, aligning the work of PLCs to planning at the district, school, and classroom levels is vitally important to increasing the likelihood that real, measurable improvement will occur.

COMMON CORE STANDARDS AND STUDENT LEARNING
♦ The 2012 – 2013 school year marked the first year of broad implementation of Common Core Curriculum Standards across most of the United States. As the nation moves toward fully implementing these internationally benchmarked standards to prepare students for careers, college, and citizenship, this focus area addresses professional development, the use of technology to enhance student achievement and teacher development, and the use of continuous improvement tools and practices in implementation and assessment of Common Core Standards.

IMPROVING ACHIEVEMENT THROUGH DIFFERENTIATED INSTRUCTION MODELS
♦ What are best practices in delivering the most appropriate content in the most appropriate way to the broad spectrum of students in our schools? These sessions focus on specific models for differentiating instruction to improve academic achievement or the tools used in these models to assess progress, adjust instruction, and report results.

SCHOLARSHIP OF TEACHING AND LEARNING (SOTL): IMPROVING PROCESSES FOR TEACHING AND LEARNING
♦ Institutions of higher learning are focusing process improvement initiatives via “SOTL” conferences through which they establish research efforts, with the classroom as the “laboratory” or the setting for continued process improvement in pedagogy and heuristics, with improved student learning outcomes as a viable goal.
<table>
<thead>
<tr>
<th>SATURDAY, NOVEMBER 16</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Preconference Workshops</strong></td>
</tr>
<tr>
<td>WKSP01: Questioning Techniques for Higher Student Achievement</td>
</tr>
<tr>
<td>WKSP02: Differentiated by Design: A Model for 21st Century Education</td>
</tr>
<tr>
<td>WKSP03: Common Core and Student Learning</td>
</tr>
<tr>
<td>WKSP04: Selecting and Crafting the Right Projects for Progress and Innovation</td>
</tr>
<tr>
<td>WKSP05: TBD</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SUNDAY, NOVEMBER 17</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Continental Breakfast</strong></td>
</tr>
<tr>
<td><strong>General Session and Keynote Speaker</strong></td>
</tr>
<tr>
<td><strong>Keynote Speaker:</strong> Dr. JoAnn Sternke, Superintendent, Pewaukee School District</td>
</tr>
</tbody>
</table>

| Refreshment Break With Exhibitors | 9:45 a.m. – 10:15 a.m. |
|-----------------------------------|
| **Concurrent Sessions** | 10:15 a.m. – 11:30 a.m. |
| SESS01: Leading the Charge: Sharing the Responsibility for Monitoring and Supporting Classroom Continuous Improvement Leads to Improved Learning for All |
| SESS02: Data Chats: Including Students in Data Analysis to Increase Student Achievement |
| SESS03: Totally Flipped-out Science |
| SESS04: Personalizing the Common Core Standards in Literacy and Math Through Multiple Pathways, Collaboration, and Digital Tools |
| TEAMS1: Education Team Excellence Recognition Process Session |

| Lunch | 11:30 a.m. – 12:30 p.m. |
|-------|
| **Concurrent Sessions** | 12:30 p.m. – 1:45 p.m. |
| SESS05: Get in the Game! A Comprehensive Overview of Continuous Improvement in Education |
| SESS06: The K–16 Chinese Initiative: Lifelong Global Learners and Leaders |
| SESS07: Using Tablet Technology to Build a Bridge to Common Core Standards |
| SESS08: Using a Systems Approach to Continual Improvement to Engage Leaders at All Levels |
| TEAMS2: Education Team Excellence Recognition Process Session |

| Refreshment Break With Exhibitors | 3:15 p.m. – 3:45 p.m. |
|-----------------------------------|
| **Concurrent Sessions** | 2:00 p.m. – 3:15 p.m. |
| SESS09: Implementing Lean Six Sigma Processes in the Classroom: What the Heck Were We Thinking! |
| SESS10: Design Thinking: Creativity and Innovation at the Heart of Continuous Process Improvement |
| SESS11: Design Principles for Learning Guide Teacher Classroom Walk-throughs |
| SESS12: Continuous Improvement in Reading, Despite All Obstacles |
| TEAMS3: Education Team Excellence Recognition Process Session |

| Refreshment Break With Exhibitors | 3:15 p.m. – 3:45 p.m. |
|-----------------------------------|
| **Concurrent Sessions** | 3:45 p.m. – 5:00 p.m. |
| SESS13: Creating Independent Students Who Own Their Learning |
| SESS14: Best Practices for Individualization of Instruction for All Learners |
| SESS15: Shared Leadership: Student Data Done Right! |
| TEAMS4: Education Team Excellence Recognition Process Session |

Register today at nqec.asq.org!
### Monday, November 18

#### Continental Breakfast – 7:30 a.m. – 8:00 a.m.

#### General Session and Keynote Speaker
8:00 a.m. – 9:45 a.m.

**Keynote Speaker:**
Alan M. Blankstein  
Founder and President, HOPE Foundation

#### Refreshment Break With Exhibitors / Book Signing With Alan Blankstein – 9:45 a.m. – 10:15 a.m.

<table>
<thead>
<tr>
<th>Concurrent Sessions</th>
<th>SESM01: Action Research in Classrooms for Professional Development and Increased Student Learning</th>
<th>SESM02: Supporting and Sustaining Quality and Innovation Through Professional Learning Communities</th>
<th>SESM03: Enhancing Differentiated Instruction: A Model for Leveraging Points of Instructional Intervention</th>
<th>SESM04: Building Teachers’ Capacity to Implement Continuous Classroom Learning Processes: One District’s Professional Development Journey</th>
<th>TEAM55: Education Team Excellence Recognition Process Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:15 a.m. – 11:30 a.m.</td>
<td>SESM05: Applying Six Sigma Tools and the Baldrige Framework to Student Retention and Success</td>
<td>SESM06: Using The A3: The True Systems Approach to Problem Solving</td>
<td>SESM07: Teaching Social Entrepreneurship: Class Outside the Classroom</td>
<td>SESM08: Reinventing Collaboration in the 21st Century: How and Why to Read, Think, and Write for Each Other</td>
<td></td>
</tr>
</tbody>
</table>

#### Lunch and ETER Awards – 11:30 a.m. – 12:45 p.m.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>12:45 p.m. – 2:00 p.m.</td>
<td>SESM09: Student Engagement and Its Effect on Successful Students</td>
<td>SESM10: Continuous Improvement in School Climate Through a K–12 Data-driven Discipline Program</td>
<td>SESM11: A System of Support for Students</td>
<td>SESM12: Personalized Learning in a Blended Inclusive Classroom</td>
<td></td>
</tr>
</tbody>
</table>

#### Refreshment Break – 3:30 p.m. – 3:45 p.m.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>3:45 p.m. – 5:00 p.m.</td>
<td>SESMM01: Action Research in Classrooms for Professional Development and Increased Student Learning</td>
<td>SESM02: Supporting and Sustaining Quality and Innovation Through Professional Learning Communities</td>
<td>SESM03: Enhancing Differentiated Instruction: A Model for Leveraging Points of Instructional Intervention</td>
<td>SESM04: Building Teachers’ Capacity to Implement Continuous Classroom Learning Processes: One District’s Professional Development Journey</td>
<td>TEAM55: Education Team Excellence Recognition Process Session</td>
</tr>
</tbody>
</table>

---

**Registration and Bookstore Hours**  
Sunday: 7:00 a.m. – 5:00 p.m.  
Monday: 7:00 a.m. – 3:30 p.m.

**Exhibitor Hours**  
Sunday: 7:30 a.m. – 6:00 p.m.  
Monday: 7:30 a.m. – 12:45 p.m.
Dr. JoAnn Sternke
Superintendent, Pewaukee School District
2013 Wisconsin Superintendent of the Year

Dr. JoAnn Sternke considers herself very lucky to be a part of the Pewaukee School District. Since 2001, Sternke has been superintendent of schools, where under her tenure, numerous program improvements have been implemented to increase student achievement. Some of these initiatives include a successful 1:1 laptop initiative, four-year-old kindergarten, advanced high school course offerings with Northwestern University, elementary foreign language, middle school 5x5 block schedule, and increased high school graduation requirements.

Sternke was recently recognized as Wisconsin’s Superintendent of the Year for 2013. She was also honored with the Milwaukee Business Journal’s Women of Distinction in 2010. For the past three years, the Pewaukee School District has been recognized as a Top Workplace by the Milwaukee Journal Sentinel. In 2010, the Pewaukee School District was honored to be the first education recipient of the Wisconsin Forward Award, the highest level of recognition in Wisconsin’s performance excellence program. She serves on the board of examiners for both the Baldrige National Quality Program and the Wisconsin Center for Performance Excellence.

Monday, November 18
8:40 a.m. – 9:40 a.m.

Alan M. Blankstein
Founder and President, HOPE Foundation

An inspiring and visionary educational leader, Alan M. Blankstein founded the HOPE Foundation in 1989. Formerly a disadvantaged youth, Blankstein is committed to ensuring that all children succeed and has worked in youth-serving organizations since 1983, including the March of Dimes, Phi Delta Kappa, and Solution Tree, which he founded in 1987 and directed for 12 years. He has created award-winning publications and video staff development programs, and his best-selling book, Failure Is Not an Option®: 6 Principles That Guide Student Achievement in High-Performing Schools, was awarded “Book of the Year” by Learning Forward. He was nominated for three other national and international awards.

Blankstein makes frequent public speaking appearances and has delivered keynote presentations in the United Kingdom, Middle East, South Africa, Canada, and for every major U.S. educational organization. His latest book, The Answer Is in the Room: How Effective Schools Scale Up Student Success, is already gaining national and international acclaim.
Preconference Workshops
Noon – 4:00 p.m.
(Additional Fee)

**WKSP01: Questioning Techniques for Higher Student Achievement**

**Presenters:** Cindy McClung, Coordinator for Quality; School District of Lee County; Fort Myers, FL and Bob Hoglund, President; Bob Hoglund Inc.; Tempe, AZ

**Workshop Description:** This interactive workshop will provide participants with two questioning techniques designed to increase students’ critical thinking skills. Both techniques utilize specific questioning strategies that challenge thought and help students learn to plan for improvement. Participants will practice the techniques and will receive takeaways for immediate use in their classrooms.

**Focus Area:** Scholarship of Teaching and Learning (SOTL): Improving Processes for Teaching and Learning

**Target Audience:** Teacher, Administrator

**Audience’s Level of Responsibility:** Elementary Schools, Middle Schools, High Schools

**Presentation Level:** Has a moderate level of understanding and is familiar with the tools available

**WKSP02: Differentiated by Design: A Model for 21st Century Education**

**Presenter:** Clare Mahon, Program Director; The Learning Link; Toronto, Ontario, Canada

**Workshop Description:** This session will share details of a collaborative project with the largest school board in Canada (Toronto District School Board) and The Learning Link. The project involved the design and creation of a differentiated and leadership-based school model initially intended for learning-disabled and at-risk youth but currently employed for all students. Discover how this initiative has had a significant impact on student achievement, student engagement and participation, student attendance, and staff awareness of and ability to create a learning environment rich in differentiated instruction.

**Focus Area:** Improving Achievement Through Differentiated Instruction Models

**Target Audience:** Teacher, Administrator, School Board Member, Parent

**Audience’s Level of Responsibility:** Elementary Schools, Middle Schools, High Schools

**Presentation Level:** New to the continuous improvement processes

**WKSP03: Common Core and Student Learning**

**Presenter:** Lee Jenkins, Ph.D., Founder of LtoJ Consulting Group; Scottsdale, AZ

**Workshop Description:** Well-educated students have extensive background knowledge, plus the ability to apply their knowledge and the creativity to use their knowledge for solving problems. Continuous improvement strategies provide the best strategy for accomplishing all three of the above goals in the limited amount of time available. This workshop will provide detailed instruction, practice, and examples for classroom, department, and school-wide implementation of continuous improvement in a Common Core Standards world.

**Focus Area:** Common Core Standards and Student Learning

**Target Audience:** Teachers, Administrators

**Audience’s Level of Responsibility:** Elementary Schools, Middle Schools, High Schools

**Presentation Level:** New to continuous improvement processes
WKSP04: Selecting and Crafting the Right Projects for Progress and Innovation

**Presenters:** Stephen Spangehl, Director; Higher Education Division; Plexus International; Minneapolis, MN and Henry Lindborg, Professor; Marian University of Fond du Lac; Fond du Lac, WI

**Workshop Description:** This workshop will show how educators can quickly craft projects that produce visible and sustainable institutional improvements. Successful project teams—transcending organizational silos and empowered to work collaboratively—can create permanent and systematic improvements that continue to improve even when senior leadership changes. Done well, projects allow faculty and staff to take responsibility for their own learning and the institution’s culture. The workshop will explore two approaches for identifying project possibilities: (1) conducting an inventory of existing processes to see which are most in need of improvement, and (2) analyzing the existing culture of the organization to determine which aspects need attention.

**Focus Area:** Process Management to Improve Learning and Services

**Target Audience:** Teacher, Administrator, School Board Member

**Audience’s Level of Responsibility:** High Schools, Higher Education

**Presentation Level:** Has a moderate level of understanding and is familiar with the tools available

---

WKSP05: TBD

**Presenter:** Dr. JoAnn Sternke, Superintendent; Pewaukee School District; Pewaukee, WI

**Workshop Description:** This exciting workshop will be held by Wisconsin’s 2013 Superintendent of the Year and NQEC keynote speaker, JoAnn Sternke. Don’t miss out on your chance to learn from the best. Please visit nqec.asq.org for updated information on this workshop in the near future.
SUNDAY, NOVEMBER 17, 2013

Registration and Bookstore Open
7:00 a.m. – 5:00 p.m.

Exhibits Open
7:30 a.m. – 6:00 p.m.

Continental Breakfast
7:30 a.m. – 8:00 a.m.

General Session
8:00 a.m. – 9:45 a.m.
  Announcements/Welcome Address
  8:00 a.m. – 8:40 a.m.
  Keynote Address
  8:40 a.m. – 9:40 a.m.
  Dr. JoAnn Sternek
  Superintendent, 2013 Wisconsin Superintendent of the Year
  Pewaukee School District
  Closing
  9:40 a.m. – 9:45 a.m.

Refreshment Break With Exhibitors
9:45 a.m. – 10:15 a.m.

Concurrent Sessions
10:15 a.m. – 11:30 a.m.

SESS01: Leading the Charge: Sharing the Responsibility for Monitoring and Supporting Classroom Continuous Improvement Leads to Improved Learning for All
Presenters: Kristine Weingaertner-Hartke, Director; Special School District of St. Louis County; Town and Country, MO and Marilyn Wescott, Director of Product Design and Development; Jim Shipley & Associates Inc.; N. Redington Beach, FL
Session Description: Special School District of St. Louis County uses a professional development model to increase leadership capacity to monitor, support, and sustain a Baldrige-based approach for improving achievement for students with special education needs that includes use of an annual classroom system assessment as a summative measure that is reported in both district and school strategic plans, use of a classroom learning system walk-through protocol as a formative measure, and development of internal technical support capacity to aid administrators in their efforts to monitor and support classroom improvement.
Focus Area: Innovation Through Shared Leadership
Target Audience: Administrator
Audience’s Level of Responsibility: Elementary Schools, Middle Schools, High Schools,
Presentation Level: Has a moderate level of understanding and is familiar with the tools available

SESS02: Data Chats: Including Students in Data Analysis to Increase Student Achievement
Presenters: Bob Hoglund, President; Bob Hoglund Inc.; Tempe, AZ and Cindy McClung, Coordinator for Quality; School District of Lee County; Fort Myers, FL
Session Description: This interactive session will provide participants with a questioning technique designed to increase students’ ability to set SMART goals, develop action plans, analyze their own data, and plan for improvement. These questions are effective for whole-group and individual-student use and may be applied to both academic and behavioral goals. Participants will view videos of data chats and will have time to practice during the workshop. They will also receive a takeaway that will allow them to immediately implement the questioning process in their own classrooms or schools.
Focus Area: Scholarship of Teaching and Learning (SOTL): Improving Processes for Teaching and Learning
Target Audience: Teacher, Administrator, Parent
Audience’s Level of Responsibility: Elementary Schools, Middle Schools, High Schools
Presentation Level: Has a moderate level of understanding and is familiar with the tools available

Register today at nqec.asq.org!  Subject to Change
SESS03: Totally Flipped-out Science

**Presenter:** Timothy Noonen, Science Teacher; Dunlap Middle School; Dunlap Unit School District 323; Dunlap, IL

**Session Description:** Have you ever wondered what it looks like when students take charge of how they learn? In the Totally Flipped-out Science classroom, you will witness students making data-based decisions to set their own educational objectives and exercise and develop their critical thinking skills while enhancing their communication abilities through guided collaboration. This presentation will show you how empowering your students through the use of online calendars, continuous improvement tools, collaborative grouping, and formative/summative assessments will stimulate your students’ achievement from good to great.

**Focus Area:** Improving Achievement Through Differentiated Instruction Models

**Target Audience:** Teacher, Administrator, Parent

**Audience’s Level of Responsibility:** Middle Schools

**Presentation Level:** Has a moderate level of understanding and is familiar with the tools available

SESS04: Personalizing the Common Core Standards in Literacy and Math Through Multiple Pathways, Collaboration, and Digital Tools

**Presenters:** Randy Daul, Principal and Lisa Rettler, Associate Principal; Asa Clark Middle School; Pewaukee Public Schools; Pewaukee, WI

**Session Description:** Learn how one middle school has transformed teaching and learning through a Common Core Standards-driven literacy learning center and math learning center, which foster self-paced, data-driven achievement. Through best pedagogical practices, quality processes, collaborative learning, digital-age tools, and a personalized PDSA learning plan tailored to each student’s developmental needs and goals, ACMS has created a system responsive to the needs of each learner. This session will showcase an innovative approach to building and sustaining student ownership of learning through transformative, shared leadership; the Team Excellence Continuous Improvement model; authentic PLCs; and quality processes to ensure multiple learning pathways.

**Focus Area:** Common Core Standards and Student Learning

**Target Audience:** Teacher, Administrator, School Board Member

**Audience’s Level of Responsibility:** Elementary Schools, Middle Schools, High Schools

**Presentation Level:** New to the continuous improvement processes

Lunch

11:30 a.m. – 12:30 p.m.

Concurrent Sessions

12:30 p.m. – 1:45 p.m.

SESS05: Get in the Game!

**A Comprehensive Overview of Continuous Improvement in Education**

**Presenters:** Jay Marino, Superintendent and Mandy Ellis, Principal; Dunlap Grade School; Dunlap Unit School District 323; Dunlap, IL

**Session Description:** This interactive session is designed for those who are getting started with the continuous improvement model or have been implementing for years and need to refresh their thinking. Start your NQEC experience with a session intended to lay a solid foundation that will allow you to progress wherever you are in the process. Get your game on! Join us for this collaborative, participant-driven session designed to enhance your understanding of the continuous improvement model and pave the way to a dynamic NQEC experience.

**Focus Area:** Special Session: New to Quality in Education

**Target Audience:** Teacher, Administrator, School Board Member, Parent

**Audience’s Level of Responsibility:** Elementary Schools, Middle Schools, High Schools

**Presentation Level:** New to continuous improvement processes

Register today at nqec.asq.org! Subject to Change
SESS06: The K–16 Chinese Initiative: Lifelong Global Learners and Leaders

Presenters: Cheryl McCord, Curriculum Resource Specialist; Esther Fu, Lead Chinese Teacher; Rob Miller, Principal of Jenks Middle School and Organizer of Shenyang Exchange; and other co-speakers; Jenks Public Schools; Jenks, OK

Session Description: Jenks Public Schools has embraced a Chinese initiative that spans the educational life of students. The aim is to develop proficient speakers, readers, and writers of Mandarin Chinese who are globally competent, interculturally skilled, and prepared to participate in the world community. This presentation will outline the history of our program and its development, and will include many aspects of planning and implementation—from the mission statement, to goals, to the enrollment process, to the assessments—all decisions based on research and best practice, and reached through a collaborative model designed to produce measurable results. The session will also outline our Chinese PLCs and the study and use of innovative, creative, and differentiated strategies to implement Common Core Standards.

Focus Area: Creative Collaboration and Common Lesson Planning: Developing Effective Instruction to Improve Outcomes

Target Audience: Teacher, Administrator, School Board Member, Parent, Business Leader

Audience’s Level of Responsibility: Elementary Schools, Middle Schools, High Schools, Higher Education

Presentation Level: Has integrated the tools and concepts into a systematic approach

SESS07: Using Tablet Technology to Build a Bridge to Common Core Standards

Presenters: Jeremy Busby, Mathematics Teacher and Andrew Foster, Mathematics Teacher and Department Chair; Mountain View Middle School; Roswell Independent School District; Roswell, NM

Session Description: A key component for successful implementation of the Common Core Standards will be high levels of student engagement. iPad technology used in an eighth-grade math class not only saves time in the classroom, but also allows students to take concepts to the depth required of the Common Core Standards. This presentation will include specific examples demonstrating how the strategic classroom system components set and communicate direction for the Common Core Standards learning required, as well as specific examples demonstrating how classroom learning processes are improved using PDSA. Videos will demonstrate how the use of iPad technology improves instruction to best meet student needs and how learning is assessed.

Focus Area: Common Core Standards and Student Learning

Target Audience: Teacher, Administrator

Audience’s Level of Responsibility: Elementary Schools, Middle Schools, High Schools

Presentation Level: New to the continuous improvement processes

SESS08: Using a Systems Approach to Continual Improvement to Engage Leaders at All Levels

Presenter: Jim Shipley, President; Jim Shipley & Associates; N. Redington Beach, FL

Session Description: This session focuses on the use of a systems approach to continual improvement to lead school improvement and improve student results. This innovative approach utilizes the leadership requirements from the Baldrige Criteria to develop a system that utilizes total staff engagement to support the implementation of the school improvement plan. Learn how to use a step-by-step approach to create a leadership structure that engages the whole school community in taking responsibility for implementing the school improvement plan with fidelity. Examples from schools and districts utilizing a shared leadership, or team approach, will be shared.

Focus Area: Innovation Through Shared Leadership

Target Audience: Teacher, Administrator, School Board Member

Audience’s Level of Responsibility: Elementary Schools, Middle Schools, High Schools

Presentation Level: New to the continuous improvement processes
Concurrent Sessions
2:00 p.m. – 3:15 p.m.

SESS09: Implementing Lean Six Sigma Processes in the Classroom: What the Heck Were We Thinking!

Presenters: Michael Snell, Science Instructor and Larry Haughn, Assistant Principal; Whitehall High School; Whitehall District Schools; Whitehall, MI

Session Description: In this presentation we will look at an approach that moves school improvement out of the offices and conference rooms, and into the classrooms where it can more directly affect student learning. Included will be an overview of Deming’s theory of management, connecting it to Lean Six Sigma and its applications for the classroom setting. We will begin with the first steps taken by a newly implemented quality team to piloting a basic quality systems approach by several teachers and finishing by sharing concepts of a more robust Lean Six Sigma process that is currently being used in a high school biology classroom.

Focus Area: Process Management to Improve Learning and Services
Target Audience: Teacher, Administrator
Audience’s Level of Responsibility: Middle Schools, High Schools
Presentation Level: New to the continuous improvement processes

SESS10: Design Thinking: Creativity and Innovation at the Heart of Continuous Process Improvement

Presenters: Maurice Ghysels, Superintendent; Allison Liner, Chief Learning Officer; and Alicia Bowman, Learning Leader; Menlo Park City School District; Atherton, CA and Tom Malarkey, Senior Associate; National Equity Project; Oakland, CA

Session Description: Rapidly entering public education, design thinking defines a method for students, teachers, and administrators to become more creative and innovative. Learn how to “design for delight,” gaining empathy of the learning experience of students, and enlist the deep involvement of teachers and staff. Learn how teams work together to discover “extreme inspiration” to address different and healthy attitudes toward generating ideas, rapidly prototyping and testing, and moving a culture to a different perspective about failure that leads more rapidly to student success and teacher satisfaction.

Focus Area: Innovation Through Shared Leadership
Target Audience: Teacher, Administrator, School Board Member, Parent, Business Leaders
Audience’s Level of Responsibility: Elementary Schools, Middle Schools, High Schools, and Higher Education
Presentation Level: Has a moderate level of understanding and is familiar with the tools available

SESS11: Design Principles for Learning Guide Teacher Classroom Walk-throughs

Presenters: Eric Feeney, Assistant Principal; Procter R. Hug High School and Kristen Holden, First-grade Teacher; Greenbrae Elementary School; Washoe County School District; Reno, NV

Session Description: When striving for long-term improvements, effective strategy development should align to design principles for a cycle of continuous improvement. Design principles engage teachers in continuous, accelerated, and sustained learning about instructional practices in the setting in which they actually work. During this presentation participants will experience the five design principles applied within teacher walk-throughs. This embedded form of professional development utilizes a systemic approach that incorporates teacher professional growth standards, Common Core Standards, and 21st century skills in the classroom. Through this process teachers identify an important problem of practice; observe other teachers; collect, analyze and reflect on data; and work collaboratively to focus on the next level of work.

Focus Area: Common Core Standards and Student Learning
Target Audience: Teacher, Administrator
Audience’s Level of Responsibility: Elementary Schools, Middle Schools, High Schools
Presentation Level: Has a moderate level of understanding and is familiar with the tools available
SESS12: Continuous Improvement in Reading, Despite All Obstacles

Presenters: Will Black, Principal; Brookport Elementary School and Laura Walker, Principal; Metropolis Elementary School; Massac Unit #1 School District; Metropolis, IL

Session Description: Do you feel that your students could grow faster as readers? Are you struggling to close reading achievement gaps among students of different backgrounds? Empower staff and students with high-leverage assessment and problem-solving processes that increase reading achievement and foster a culture of literacy. In this session, participants will learn how Massac Unit #1 School District is incorporating quality practices into its response to intervention (RTI) process to narrow achievement gaps and increase reading achievement for its K–8 students.

Focus Area: Improving Achievement Through Differentiated Instruction Models

Target Audience: Teacher, Administrator, School Board Member

Audience’s Level of Responsibility: Elementary Schools, Middle Schools

Presentation Level: New to the continuous improvement processes

Refreshment Break With Exhibitors
3:15 p.m. – 3:45 p.m.

Concurrent Sessions
3:45 p.m. – 5:00 p.m.

SESS13: Creating Independent Students Who Own Their Learning

Presenters: Cristina Leal, Lead Instructor; Barack Obama Charter School; Ingenium Schools and Nikolaus Namba, Chief Academic Officer; Ingenium Schools; Los Angeles, CA

Session Description: Differentiation is one of the most challenging aspects of a teacher’s job, but it is the only way to ensure all students receive the instruction necessary to improve at an appropriate pace. This session will delve into specific strategies and techniques we use in the classroom that assist in ensuring the ultimate differentiated instruction experience for every child. In this session we will discuss students using PDSAs to guide student goal setting, how many and which standard operating procedures to establish with your students, and our process to organize a classroom for true differentiation. All of these ideas can be implemented immediately to improve individualization for every one of the students in your classroom, school, or district.

Focus Area: Improving Achievement Through Differentiated Instruction Models

Target Audience: Teacher, Administrator, School Board Member, Parent, Business Leader

Audience’s Level of Responsibility: Elementary Schools, Middle Schools

Presentation Level: New to the continuous improvement processes

SESS14: Best Practices for Individualization of Instruction for All Learners

Presenters: Joseph Pauley, President and Judith Pauley, CEO; Process Communications Inc.; Potomac, MD

Session Description: Teachers in all grade levels, K–12, in schools in several states have applied the concepts of Process Communications to improve the academic achievement of all their students and close the achievement gap. Research shows that if even one adult in a school establishes a relationship with a student, the students will remain in school and will be more motivated to study and learn. Participants will learn how to individualize the way they motivate every student so that students will understand the benefit of education to their future lives. In this way the students will be better prepared to become future leaders.

Focus Area: Improving Achievement Through Differentiated Instruction Models

Target Audience: Teacher, Administrator, School Board Member, Parent, Business Leader

Audience’s Level of Responsibility: Elementary Schools, Middle Schools, High Schools, Higher Education

Presentation Level: New to the continuous improvement processes
SESS15: Shared Classroom Leadership: Student Data Done Right!

**Presenters:** Mark Oesterle, Principal; Constitution Elementary; Phoenix, AZ and Terri Iles, Educational Consultant; Jim Shipley & Associates; Bedford, TX

**Session Description:** Implementing data-driven instruction has the power to dramatically inform and improve teaching practice and student performance. Systems thinking that allows teachers and students to share instructional leadership roles will empower all stakeholders. Using student data folders helps to foster a sense of ownership for learning among students. Explore—with school leaders from Constitution Elementary—what it takes to create and sustain a high-performing information and learning system to empower students. Student data folders and student-led conferences have the power to transform a school’s focus from “what is taught” to “what is learned.”

**Focus Area:** Innovation Through Shared Leadership

**Target Audience:** Teacher, Administrator

**Audience’s Level of Responsibility:** Elementary Schools, Middle Schools, High Schools

**Presentation Level:** Has a moderate level of understanding and is familiar with the tools available


**Presenters:** Robert Schoch, Director of Business Administration and Thomas Schneider, Manager of Energy and Operational Efficiency; North Penn School District; Lansdale, PA

**Session Description:** This presentation will explain how performance measurement and process management techniques have been used to reduce energy by 40 percent in one school district and 50 percent in another without capital investment. These tools have been used to motivate staff and students to change operations and behaviors that have resulted in these savings in just a few years. Students and staff from all functions have been deeply engaged in the change process. In both cases, the efforts were recognized at the national level as both organizations become Energy Star Partners of the Year.

**Focus Area:** Process Management to Improve Learning and Services

**Target Audience:** Administrator, School Board Member, Business Leader

**Audience’s Level of Responsibility:** Elementary Schools, Middle Schools, High Schools

**Presentation Level:** Has a moderate level of understanding and is familiar with the tools available

**Networking Reception With Exhibitors**

5:00 p.m. – 6:00 p.m.
Registration and Bookstore Open
7:00 a.m. – 3:30 p.m.

Exhibits Open
7:30 a.m. – 12:45 p.m.

Continental Breakfast
7:30 a.m. – 8:00 a.m.

General Session
8:00 a.m. – 9:45 a.m.
   Announcements
   8:00 a.m. – 8:40 a.m.
   Keynote Address
   8:40 a.m. – 9:40 a.m.
   Alan M. Blankstein
   Founder and President,
   HOPE Foundation
   Closing
   9:40 a.m. – 9:45 a.m.

Refreshment Break With Exhibitors and
Book Signing With Alan Blankstein
9:45 a.m. – 10:15 a.m.

Concurrent Sessions
10:15 a.m. – 11:30 a.m.

SESM01: Action Research in Classrooms
for Professional Development and
Increased Student Learning

Presenters: Rhonda Rabbitt, Assistant Dean and
Susan Hughes, Educational Research Specialist/
Faculty; Viterbo University; La Crosse, WI

Session Description: This presentation demonstrates
the use of data-driven decision making for
professional development and 21st century student
learning. We utilized the action research cycle
(PDSA) in pre-K–12 classrooms during a master of
arts in education degree program. We anticipated
renewed passion to teach and improved student
learning during challenging times. The majority of
participants realized the benefits of utilizing action
research as a tool for continuous professional
development. Our research plan continues.

Focus Area: Scholarship of Teaching and
Learning (SOTL): Improving Processes for
Teaching and Learning

Target Audience: Higher Education Faculty,
Pre-K–12 Teacher, School Administrator, School
Board Member, Parent, Business Leader

Audience’s Level of Responsibility: Elementary
Schools, Middle Schools, High Schools,
Higher Education

Presentation Level: New to continuous
improvement processes

SESM02: Supporting and Sustaining
Quality and Innovation Through
Professional Learning Communities

Presenters: Doug Stilwell, Superintendent;
and Mark Lane, Principal; Olmsted Elementary
School; Urbandale Community School District;
Urbandale, IA

Session Description: Urbandale administrators
will share how the integration of quality/
continual improvement and professional learning
communities has led to meaningful collaboration,
innovative classroom learning systems, and high
levels of student learning. Attendee participation
will be encouraged through facilitated dialogue
around the system of profound knowledge and
the implications for leading professional learning.
Facilitation strategies and tools for establishing
vision, mission, and values; defining current and
desired states; strategic planning; and building
consensus and commitment will be modeled.

Focus Area: Innovation Through
Shared Leadership

Target Audience: Teacher, Administrator, School
Board Member

Audience’s Level of Responsibility: Elementary
Schools, Middle Schools, High Schools

Presentation Level: Has a moderate
level of understanding and is familiar with
the tools available

Register today at nqec.asq.org!
**SESM03: Enhancing Differentiated Instruction: A Model for Leveraging Points of Instructional Intervention**

**Presenters:** Kathleen Lynch, Faculty; Walden University and Cambridge College; Haverhill, MA and Angela Hinson Quick, Deputy Chief Academic Officer; North Carolina Department of Public Instruction; Raleigh, NC

**Session Description:** Interventions for improvement are most successful when they are implemented at the optimum time in the process they are intended to improve. This session presents a model of learning intervention that emerged from research on STEM participation in North Carolina. The model provides a way of understanding how instruction and learning can be successful as well as where it can break down, and offers a model for determining where and how in the learning process intervention with differentiated instruction offers the most promise for success.

**Focus Area:** Improving Achievement Through Differentiated Instruction Models

**Target Audience:** Teacher, Administrator, School Board Member, Parent

**Audience’s Level of Responsibility:** Elementary Schools, Middle Schools, High Schools

**Presentation Level:** Has a moderate level of understanding and is familiar with the tools available

**SESM04: Building Teachers’ Capacity to Implement Continuous Classroom Learning Processes: One District’s Professional Development Journey**

**Presenters:** Gary Kiltz, Director of Curriculum and Learning and Sue Lee, Sara Koser, Paula Mueller, Molly Paulus, Suzy Thomas, and Shelly Wolfe, Curriculum Support Specialists; School District of Menomonee Falls; Menomonee Falls, WI

**Session Description:** This presentation will provide the process map used by the School District of Menomonee Falls to guide the professional development and coaching of teachers so they could effectively implement an eight-step model of continuous classroom improvement directly with students. Participants will see a video and examples of how continuous improvement looks in the classroom at multiple levels. Participants will also become familiar with the training tools and processes used to provide the professional development and then coach the model directly in the classroom. The district uses many of the tools provided by Shipley & Associates. Presenters will share templates that have been effective in carrying out professional development.

**Focus Area:** Creative Collaboration and Common Lesson Planning: Developing Effective Instruction to Improve Outcomes

**Target Audience:** Teacher, Administrator

**Audience’s Level of Responsibility:** Elementary Schools, Middle Schools, High Schools

**Presentation Level:** New to the continuous improvement processes

---

**Lunch and ETER Awards**
11:30 a.m. – 12:45 p.m.

**Concurrent Sessions**
12:45 p.m. – 2:00 p.m.

**SESM05: Applying Six Sigma Tools and the Baldrige Framework to Student Retention and Success**

**Presenters:** James Blalock, Quality Assurance Specialist and Fiona Baxter, Director of Institutional Planning; East Carolina University; Greenville, NC

**Session Description:** In 2010, East Carolina University (ECU) adopted the Baldrige Model for Performance Excellence, a proven, sustainable quality assurance program to advance its commitment to ongoing, continuous improvement in support of student success. This presentation will outline the entire process undertaken to advance this work and offer recommendations for strategies to increase student support and positively impact retention and graduation rates for all students, particularly black males. The findings presented can be used by those working to address ways to increase student retention and those interested in action research, process mapping, and quality assurance.

**Focus Area:** Process Management to Improve Learning and Services

**Target Audience:** Administrator

**Audience’s Level of Responsibility:** Higher Education

**Presentation Level:** Has a moderate level of understanding and is familiar with the tools available

---

Register today at nqec.asq.org! Subject to Change
SESM06: Using The A3: The True Systems Approach to Problem Solving

Presenters: Joseph Ziskovsky, Principal Trainer and Betty Ziskovsky, CEO and Principal Trainer, Le2 Inc.; Shoreview, MN

Session Description: Often referred to as a problem-solving storyboard, the A3 offers sufficient room on a single page to clearly explain and graphically show a problem as well as the logical thought processes that lead to a plan for its resolution. The A3 also serves as a data collection and visual analysis document, a communication and discussion vehicle, an improvement plan, and an accountability tracking device all rolled into one. Using the A3 as a common problem-solving tool and methodology, an organization can facilitate the development of a universal and aligned culture of learning, cross-functional dialogue and analysis, and consensus building, and can truly improve continuously.

Focus Area: Process Management to Improve Learning and Services

Target Audience: Teacher, Administrator, School Board Member, Parent, Business Leader

Audience’s Level of Responsibility: Elementary Schools, Middle Schools, High Schools, Higher Education

Presentation Level: Has a moderate level of understanding and is familiar with the tools available

SESM07: Teaching Social Entrepreneurship: Class Outside the Classroom

Presenters: Lawrence Solow, President; 3-D Change Inc.; Westampton, NJ and Graham Brown, President; Dwight Global Leaders Academy; Shawnigan Lake, British Columbia; Canada

Session Description: The mission of the Dwight Global Leaders Academy (DGLA) is to “inspire and educate young adults so they can take action to make service count.” One vehicle to accomplish this goal is a 14-day experiential learning academy held in Victoria, BC, Canada for service-minded 15- to 18-year-olds from around the world, focusing on social entrepreneurship. Principles of adult learning theory, collaborative learning, and Lean Six Sigma were combined to create a world-class learning experience, including a mix of collaborative and student-led learning, theory and application, work and fun, and service to self and to others.

Focus Area: Innovation Through Shared Leadership

Target Audience: Teacher, Administrator, Parent

Audience’s Level of Responsibility: Middle Schools, High Schools

Presentation Level: New to the continuous improvement processes

SESM08: Reinventing Collaboration in the 21st Century: How and Why to Read, Think, and Write for Each Other

Presenters: Jared Colley, Upper School English Teacher; The Oakridge School; Arlington, TX and Deborah Moreland, English Chair; The Hockaday School; Dallas, TX

Session Description: Three teachers at different schools experimented with the aspects of collaboration made possible by technology. While modeling what we were learning about collaboration, students engaged in unexpected conversations, demonstrated knowledge through multiple media, and inspired creativity and critical thinking. By collaborating with each other and with students at different schools, students were empowered to formulate questions and responses for new audiences; to understand through practice the relationship between purpose, audience, and word; and to analyze, create, and synthesize ideas through oral and written communication. This presentation demonstrates a model for communal engagement that embraces new and old forms of collaboration to enhance demonstrations of student learning.

Focus Area: Creative Collaboration and Common Lesson Planning: Developing Effective Instruction to Improve Outcomes

Target Audience: Teacher, Administrator

Audience’s Level of Responsibility: High Schools

Presentation Level: Has a moderate level of understanding and is familiar with the tools available
Concurrent Sessions
2:15 p.m. – 3:30 p.m.

**SESM09: Student Engagement and Its Effect on Successful Students**

**Presenter:** Benito Flores, Dean; Engineering; Universidad de Monterrey; San Pedro Garza Garcia, Mexico

**Session Description:** This presentation includes findings of original research performed with highly engaged college students. Findings help answer questions such as: Why are successful students the way they are? What can we learn from them? What are the implications and recommendations for college faculty, staff, and administrators? Several models related to the topic will be presented.

**Focus Area:** Scholarship of Teaching and Learning (SOTL): Improving Processes for Teaching and Learning

**Target Audience:** Teacher, Administrator, Parent

**Audience’s Level of Responsibility:** Higher Education

**Presentation Level:** Has a moderate level of understanding and is familiar with the tools available

**SESM10: Continuous Improvement in School Climate Through a K–12 Data-driven Discipline Program**

**Presenters:** Laura Walker, Principal; Metropolis Elementary School and Jason Hayes, Principal; Massac County High School; Massac Unit #1 School District; Metropolis, IL

**Session Description:** Are your school classrooms interrupted with repeated student misbehavior? Are your school offices overrun with discipline referrals? Put an end to these distractions and empower staff and students to build a positive school climate. In this session, participants will learn how Massac Unit SD #1 used the continuous improvement process to reduce student discipline problems and improve its school safety and climate. Participants will learn how to use data to facilitate solutions to both common cause and special cause discipline problems.

**Focus Area:** Process Management to Improve Learning and Service

**Target Audience:** Teacher, Administrator, School Board Member, Parent, Business Leader

**Audience’s Level of Responsibility:** Middle Schools, High Schools

**Presentation Level:** Has a moderate level of understanding and is familiar with the tools available

**SESM11: A System of Support for Students**

**Presenters:** Cindy Arnold, Math Teacher and Secondary Intervention Facilitator and Dale Homolka, Visual Arts Teacher and Secondary Intervention Facilitator; Jacksonville High School; Jacksonville School District 117; Jacksonville, IL

**Session Description:** Jacksonville High School’s framework for implementation of response to intervention (RTI) academic and social supports through a PDSA model—known as systems of support—begins as a universal program in the students’ freshman and sophomore years. Students are then identified for secondary supports through a Positive Behavior Interventions and Supports (PBIS) module. Learn more about how we have used this practical system to foster higher levels of success, both academically and behaviorally. Topics will include the development of the secondary system, the components of the system, and the changes made to the system throughout the PDSA cycle.

**Focus Area:** Process Management to Improve Learning and Service

**Target Audience:** Teacher, Administrator, School Board Member, Parent, Business Leader

**Audience’s Level of Responsibility:** Middle Schools, High Schools

**Presentation Level:** New to the continuous improvement processes
**SESM12: Personalized Learning in a Blended Inclusive Classroom**

**Presenters:** Kim Trendel, Eighth-grade Special Education Teacher and Michelle Koenig, Christine Bachofen, and Emily Frank, Eighth-grade Math Teachers; Forest Park Middle School; Franklin Public Schools; Franklin, WI

**Session Description:** We will share how we innovatively use technology (including flip instruction) and a co-teaching relationship to create a blended-learning model in the inclusive math classroom to personalize learning for all students. We will demonstrate how we organize learning space, use technology in both instruction and classroom procedures, and facilitate a self-paced learning environment. We will also discuss providing remediation and enrichment based on individual student need. Most importantly, you will hear what students have to say about it.

**Focus Area:** Improving Achievement Through Differentiated Instruction Models

**Target Audience:** Teacher, Administrator, School Board Member, Parent, Business Leader

**Audience’s Level of Responsibility:** Elementary Schools, Middle Schools, High Schools, Higher Education

**Presentation Level:** Has a moderate level of understanding and is familiar with the tools available

---

**Refreshment Break**
3:30 p.m. – 3:45 p.m.

**Concurrent Sessions**
3:45 p.m. – 5:00 p.m.

**SESM13: How Lean Six Sigma Is Changing Higher Education**

**Presenter:** Norma Simons, President; Performance Innovation LLC; Novi, MI

**Session Description:** Lean Six Sigma is an innovative concept that is currently being used in higher education to lower costs, embrace current and future technology, as well as improve educational performance. Examples will be presented that demonstrate the application of the methodology to projects in higher education. In addition, the ideas presented will outline roadblocks to implementation and strategies used to overcome various obstacles.

**Focus Area:** Process Management to Improve Services and Learning

**Target Audience:** Chief Academic Officers, Administrators, Business Leaders, Other Individuals Associated With Higher Education

**Audience’s Level of Responsibility:** Higher Education

**Presentation Level:** Has a moderate understanding and is familiar with the tools available

---

**SESM14: Advantages of Monthly Progress Monitoring for Differentiation in the Classroom**

**Presenter:** Mary Schmidt, Assessment Director; St. Anthony School Milwaukee; Milwaukee, WI

**Session Description:** This session describes advantages of using progress monitoring tools monthly instead of the traditional three- to four-times-per-year approach that most districts use. Monthly data points are not burdensome to teachers and can be easily integrated into instructional programs. The advantages to students are significant because differentiation can begin months earlier for both languishing and high-performing students, and results can be better evaluated. This presentation will also introduce a new, easy-to-use, effective progress monitoring and instructional decision-making tool.

**Focus Area:** Improving Achievement Through Differentiated Instruction Models

**Target Audience:** Teacher, Administrator, Parent

**Audience’s Level of Responsibility:** Elementary Schools, Middle Schools

**Presentation Level:** New to the continuous improvement processes

Register today at nqec.asq.org!  Subject to Change 19
SES15: Innovation: Live!

**Presenters:** Jane Keathley, Principal Consultant; Keathley and Company, LLC; Earlysville, VA and Tracy Owens, Lean Practice Leader; Ohio Six Sigma; Dublin, OH

**Session Description:** Organizations that innovate successfully follow an innovation management process that typically includes four steps: find and connect (creative phase), and develop and deploy (execution phase). In this presentation, participants will generate a solution to an education need and develop a plan for executing a solution, linking the creative and execution phases. A variety of innovation tools will be introduced and used in group exercises, including QFD, structured brainstorming, and value analysis. Participants will improve their understanding of the innovation process, the roles involved in innovation, and the use of tools and techniques in innovation management.

**Focus Area:** Process Management to Improve Learning and Services

**Target Audience:** Teacher, Administrator, Business Leader

**Audience’s Level of Responsibility:** Elementary Schools, Middle Schools, High Schools, Higher Education

**Presentation Level:** Has a moderate level of understanding and is familiar with the tools available

SES16: The Science of Structured Dialogic Design: Engage the Creativity of Stakeholders to Inspire Innovation

**Presenters:** Mark Tompkins, Superintendent; Harbor Springs Public Schools; Harbor Springs, MI and Jeff Diedrich, Director; Michigan’s Integrated Technology Supports (MITS); Lansing, MI

**Session Description:** Dissatisfied with the results of past strategic planning, which used various voting methods to determine priorities, Harbor Springs Public Schools—under the guidance of Michigan’s Integrated Technology Supports—used structured dialogic design to create three powerful influence maps that guide our district and building improvement efforts. The influence maps identify the actions that are the deep drivers—those actionable items most likely to result in the desired outcomes. In this session you will learn about the science of structured dialogic design and how we have applied it to school improvement in Harbor Springs.

**Focus Area:** Innovation Through Shared Leadership

**Target Audience:** Teacher, Administrator, School Board Member, Parent, Business Leader

**Audience’s Level of Responsibility:** Elementary Schools, Middle Schools, High Schools, Higher Education

**Presentation Level:** New to the continuous improvement processes

---

Register today at nqec.asq.org! Subject to Change
Participate in the 2014 Education Team Excellence Recognition Process
Share Your Team’s Best Practices of Innovation in Education

WHY SHOULD MY TEAM PARTICIPATE?

You Have Made the Improvement in Your Schools
Why not show the world? Finalists in other years have showcased their achievements in using PDSA and other tools to meet AYP in math, closing the achievement gap between schools within the district, and lowering employee healthcare costs by operating a highly efficient medical center within the school district’s operational structure.

Demonstrate Your School’s Dedication to Excellence
Teamwork is essential in education. Teachers, administrators, staff, and parents work together to give students every possible opportunity to learn. The Education Team Excellence Recognition Process showcases what teams accomplish in our schools. Team finalists will be selected from a preliminary round to participate in the live presentations at NQEC.

See How Your School Measures Up
By aligning your process to ASQ’s best practices, you will see how your team’s practices and results measure up to the Education Team Excellence Recognition (ETER) criteria. You can also use this experience and feedback to help in other quality initiatives like pursuing the Malcolm Baldrige National Quality Award.

Share and Compare
Showcase your best practices and target your current efforts to make strides in student achievement in your district. The ETER is also an opportunity to capture national recognition for your school’s improvement efforts. Past recipients have received local and national press coverage for their good work.

Receive a Quality Feedback Report
The quality feedback report is based on proven criteria that are specific, timely, and applicable to inspire your professional work and your students’ learning. This report will help you identify strengths and areas for continued improvement within your project scope. Because it is aligned to best practices, you will also get a benchmark to compare with other schools involved in the ETER.

Receive National Recognition
ASQ is The Global Voice of Quality™. Through advancing learning, promoting quality improvement, and uniting professionals from all backgrounds, ASQ is the worldwide authority on quality and continuous improvement.

Submit your intent to participate in the 2014 Education Team Excellence Recognition Process by March 15, 2014. Visit nqec.asq.org!
“Our participation in NQEC was a real learning experience! The whole process provided us with an interesting strategy for approaching problem-solving and assessing our outcomes. Our horizons were broadened at the conference, as we listened to other presentations and met others attendees with stories of their own. It was definitely memorable.”

–Glenbrook South High School Team

“The opportunity to enter the project came right at the time we were receiving the amazing results from a process project we had been working on for over a year. The process was based on data-driven decision making and a new way to use resources to improve school academic performance. We felt entering would give us the opportunity to evaluate our process and use the feedback to improve it. We knew we had not been in the process long, but our results and the value for students were worth seeking means to make it better. The quality process helped us to see where we could strengthen our steps and where they were right on target. Because this process affects student outcomes, everything gained here will equal another great outcome for a student in the future.”

–Paula Brown, Benchmark Assessment Specialist Hampton City Schools

“The Victor Elementary School District entered the Team Excellence competition to move one step farther on our quality journey as a district. Having received a California Award for Performance Excellence feedback report, the Close the Gap Team was eager to embark on this voyage to identify root causes, generate possible solutions, and create a process to address the achievement gap between schools. As a result of the project, the gap is narrowing, students and teachers are authentically engaged in teaching and learning, and our parents and community are increasing in their confidence in the public school system.”

–Linda S. Mikels, Principal Sixth Street Prep School
K–12 MEMBERSHIP

Become An ASQ K–12 Member Today!

Take advantage of ASQ’s K–12 membership for your district or individual schools. Join this professional learning community committed to achieving student success through the use of quality tools and principles.

Once your school or district is a member you will receive a welcome kit that includes informational materials relevant to your school’s or district’s benefits. The kit will also contain information to be distributed to faculty and staff so they may access and take advantage of the valuable knowledge that you get with your K–12 membership.

BENEFITS K–12 MEMBERS CAN GET EXCITED ABOUT

ASQ K–12 membership will help every individual throughout your organization—no matter their experience level—use a continuous improvement framework and tools to plan, monitor, and achieve improvement goals!

BENEFITS INCLUDE:

Registration to the National Quality Education Conference (NQEC)
♦ 50 percent discount on one registration for school option
♦ One free registration for district option

Journal Subscriptions
Subscriptions to The Journal for Quality and Participation: three with the school option or 10 with the district option

Quality Press Books
♦ Three with the school option
♦ 10 with the district option

Education Newsletter
ASQ Education Brief, a quarterly electronic newsletter, will be delivered to the primary contact and to staff who register at ASQ’s website. Contacts can select the best medium in which to share the newsletter within their organization.

ASQ Weekly e-Newsletter
This members-only e-newsletter keeps you in the know with the latest quality-related news, editorial content, Society business information, and updates.

Electronic Access to ASQ Publications
Faculty and staff receive electronic access to ASQ publications, including Quality Progress and The Journal for Quality and Participation.

School Membership: $350
(This membership option is for a single school.)

District Membership: $750
(This membership option is for all schools within a district.)

Visit asq.org/k12membership to learn more and become an ASQ K–12 member!
While you are at the 2013 National Quality Education Conference, don’t forget to stop by the conference bookstore to get exclusive deals on all the knowledge you need on education and quality.

Buy your book on-site and get 10% off the ASQ member price.

**There Is Another Way!**
By Margaret A. Byrnes and Jeanne C. Baxter
When teachers understand the Baldrige framework and how it applies to their work in the classroom, and systemic changes are made based on the criteria, everyone wins. Use this training guide to learn about Baldrige-based quality classrooms so that they may lead and support teachers in their efforts to change.

**Stakeholder-Driven Strategic Planning in Education**
By Robert W. Ewy
This book describes what it means to engage in serious long-range “strategic” planning, and provides solutions to the inadequacies and inconsistencies found in the way school districts approach this process.

**NEW BOOK!**
*Permission to Forget, Tenth Anniversary*
By Lee Jenkins
This book describes 10 decades of inherited wasteful practices buried deep within U.S. schools that are facing today’s educators. Discover how teachers, principals, and superintendents must collaborate to remove the root cause of these wasteful practices and provide America the education it desires.

**AUTHOR BOOK SIGNING OPPORTUNITY!**
Get your copy of *Failure is NOT an Option* signed by the 2013 NQEC keynote speaker and author Alan Blankstein during the refreshment break, Monday, November 18 at 9:45 a.m.

**Failure is NOT an Option, Third Edition**
By Alan Blankstein
New assessments, new technology, and new students are causing overwhelmed leaders to feel the job is too big and complex. Trust is also being tested by new professional evaluations. This book features new understandings of how to continuously improve schools and ensure sustained student achievements.

**NEW CRITERIA!**
*2013-2014 Education Criteria for Performance Excellence*
As an important element in educational systems around the world, the 2013–2014 Education Criteria for Performance Excellence build on its tradition and features a renewed focus on innovation management, intelligent risk, and strategic priorities; social media; operational effectiveness; and work systems and core competencies.

**NQEC Holiday Children’s Book Drive**
Get $5 off an ASQ book!
Any attendee who brings in a new children’s book (any reading level) will receive a $5 off coupon applicable toward one book at the ASQ bookstore at NQEC. All donated books will be given to an organization that provides books to underprivileged children during the holidays. (One coupon per attendee.)

Learn more at [nqec.asq.org](http://nqec.asq.org)!
Preconference Workshops: Saturday, November 16, 2013 (additional fee)
Conference Dates: Sunday, November 17 – Monday, November 18, 2013

HOTEL AND CONFERENCE LOCATION
Hyatt Regency Milwaukee
333 West Kilbourn Avenue
Milwaukee, WI 53203
General Phone: 414-276-1234
Reservations: 888-421-1442
(Passkey Reservations System)
Monday – Friday, 8:00 a.m. – 7:00 p.m., Central Standard Time
Hotel Website: www.milwaukee.hyatt.com
Reservation Link: https://resweb.passkey.com/go/NQEC2013
Cut-off Date: October 25, 2013 or when the block of rooms at the hotel has been filled.
Room Rates: $125 single/double occupancy and $145 triple/quad occupancy; plus applicable taxes (currently 15.1 percent subject to change). All reservations must be accompanied by a first night room deposit, or guaranteed with a major credit card. When phoning your reservation, please refer to the NQEC 2013 Group Rate when making reservations.
Internet Service: Complimentary in-room Internet is available to all attendees booking within the NQEC hotel room block; otherwise there is a $10.95 charge per day. Wireless Internet is available in all public hotel spaces, with the exception of meeting rooms.
Cancellation: Notification of cancellation of individual reservations must be received by 3:00 p.m. Central Standard Time, 72 hours prior to the day of arrival to avoid cancellation charges of one night plus taxes.

Hotel Purchase Orders: Purchase orders must be sent to the attention of the credit manager at the Hyatt Regency Milwaukee at the above address or to fax number 414-270-6069. All requests must be received a minimum of six weeks (October 4, 2013) prior to guest arrival and all charges must be identified and totaled (i.e., room and tax; room, tax, and incidentals, etc.). All purchase orders must be paid 30 days prior to the guest arrival date.

To make purchase order reservations, guests will make their reservation and get a confirmation number. That confirmation number, along with the purchase order will be sent to the credit manager at the hotel. For those guests who do not guarantee their reservation with a credit card, those rooms will be released if the purchase order payment is not received 30 days prior to the arrival date.

If there are any questions please contact Marjorie Maupuy at ASQ 800-248-1946, extension 7272, or email mmaupuy@asq.org.

Check In/Out: Check In: 3:00 p.m.
Check Out: Noon
Hotel Parking: Overnight self-parking: $15.00 (discounted conference rate)
Overnight valet parking: $25.00
Daily self-parking rates apply as noted in the parking garage adjacent to the hotel.

AIRPORT AND TRANSPORTATION INFORMATION
General Mitchell International Airport (MKE) www.mitchellairport.com
Airlines: Air Canada, Air Tran, American Airlines, Delta, Frontier, Southwest, United, and US Airways

TAXI AND SHUTTLE SERVICES
Taxis are approximately $25.00 one way. Shuttle service is available from GO Riteway Transportation at $13.00 per person. Reservations can be made by calling 1-800-236-5450 or at www.goriteway.com. (Prices subject to change.)
# National Quality Education Conference Registration Form

**November 17 – 18, 2013 | Milwaukee, WI**  
*Creativity and Innovation: Keys to 21st Century Learning*

| Early-bird Rate: Ends October 14, 2013 | Member $445 | Nonmember $545 |
| General Rate: Begins October 15, 2013 | Member $495 | Nonmember $595 |

**Group Discount**

Groups of five or more will receive the discounted rate. All registrants must be from the same organization, and all registrations must be received at the same time to qualify for this discount.

- Groups (5-19) and ETER Teams $399 each
- Groups (20+) $369 each

Registration includes daily continental breakfast, refreshment breaks, two lunches, all concurrent sessions, and conference materials.

**Preconference Workshops – $159**

Saturday, November 16, 2013 | Noon – 4:00 p.m.

**Workshop Title:**
- [ ] WKSP1
- [ ] WKSP2
- [ ] WKSP3
- [ ] WKSP4
- [ ] WKSP5

**Workshop Amount Due:**

<table>
<thead>
<tr>
<th>Workshop Amount Due:</th>
</tr>
</thead>
<tbody>
<tr>
<td>$____________________</td>
</tr>
</tbody>
</table>

**Registration Amount Due:**

<table>
<thead>
<tr>
<th>Registration Amount Due:</th>
</tr>
</thead>
<tbody>
<tr>
<td>$____________________</td>
</tr>
</tbody>
</table>

**Total Amount Due:**

<table>
<thead>
<tr>
<th>Total Amount Due:</th>
</tr>
</thead>
<tbody>
<tr>
<td>$__________________</td>
</tr>
</tbody>
</table>

**Payment Information:**

Registration must be accompanied by payment in full for all selected activities. Funds payable in U.S. dollars, drawn on a U.S. financial institution. Purchase orders must be sent along with completed online registration via mail to the attention of ASQ Customer Care, P.O. Box 3005, Milwaukee, WI 53201-3005; via fax to 414-272-1734, Attn: ASQ Customer Care; or via email to asq@asq.org with “NQEC Purchase Order” in the subject line.

All phone registrations or faxes must include the number of a major credit card that will be charged for the registration fees (MC/VISA/AMEX accepted). Do not follow up phone, fax, or online registrations with a mail-in registration. All registrations (whether phoned, faxed, mailed, or completed online) will be confirmed by mail with a receipt and confirmation letter within two weeks of receipt.

**Credit Card:**
- [ ] MasterCard
- [ ] Visa
- [ ] American Express

**OR**

**Purchase Order:**
- [ ] no.

(please attach documentation)

<table>
<thead>
<tr>
<th>Card number:</th>
<th>Expiration date:</th>
</tr>
</thead>
<tbody>
<tr>
<td>_______________</td>
<td>_______________</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name on card:</th>
</tr>
</thead>
<tbody>
<tr>
<td>(please print)</td>
</tr>
</tbody>
</table>

Signature  

If you have any questions or concerns, please call ASQ Customer Care at 800-248-1946.
REGISTRATION FORM

☒ I would like to receive information from conference sponsors and exhibitors (SVY1).

Attendee Information
(Please print or type the following information)

Are you an ASQ Individual or K–12 member? ☐ Yes ☒ No
Member or customer number (if applicable): ____________________________
First name for badge: ________________________________________________
Mr./Ms./Mrs./Dr. _____________________________________________________
Organization/School: _________________________________________________
Address: ____________________________________________ Apt./Ste. __________
City, State/Province: _________________________________________________
Zip/Postal Code: _______________________ Country: ______________________
Phone: __________________________________________________________________
Fax: ___________________________________ Email: __________________________

Concurrent Sessions You Plan on Attending

Sunday, November 17
10:15 a.m. – 11:30 a.m.
☒ SESS01  ☐ SESS02  ☐ SESS03  ☒ SESS04
12:30 p.m. – 1:45 p.m.
☒ SESS05  ☐ SESS06  ☐ SESS07  ☒ SESS08
2:00 p.m. – 3:15 p.m.
☒ SESS09  ☐ SESS10  ☐ SESS11  ☐ SESS12
3:45 p.m. – 5:00 p.m.
☒ SESS13  ☐ SESS14  ☐ SESS15  ☐ SESS16
5:00 p.m. – 6:00 p.m.
☒ Networking Reception with Exhibitors

Monday, November 18
10:15 a.m. – 11:30 a.m.
☒ SESM01  ☐ SESM02  ☐ SESM03  ☒ SESM04
12:45 p.m. – 2:00 p.m.
☒ SESM05  ☐ SESM06  ☐ SESM07  ☒ SESM08
2:15 p.m. – 3:30 p.m.
☒ SESM09  ☐ SESM10  ☐ SESM11  ☐ SESM12
3:45 p.m. – 5:00 p.m.
☒ SESM13  ☐ SESM14  ☐ SESM15  ☐ SESM16

FOUR EASY WAYS TO REGISTER!

MAIL: The completed registration form to: ASQ Customer Care
P.O. Box 3005, Milwaukee, WI 53201-3005.
CALL: ASQ at 800-248-1946 or 414-272-8575 and have credit card
information ready.
FAX: The completed registration form with credit card or purchase
order information to ASQ Customer Care at 414-272-1734.
WEB: Complete the online registration form at nqec.asq.org.

Cancellation requests made on or before October 10, 2013, will receive a full refund. Requests received October 11
through November 6, 2013, will incur a $100 processing fee.
No refunds will be given after November 6, 2013. Substitutions can be made at any time (even on site). Please contact
Customer Care at help@asq.org if you need to make changes.