



Nevada Association of School Boards

Post Office Box 14855
Reno, NV 89507-4855
Office Telephone 775/657-8411
Visit our website www.nvasb.org
Federal ID 88-0099019
A 501 (c) (3) not-for-profit Nevada Corporation

Supporting Success for All Students through Local School Board Leadership

The Nevada Association of School Boards envisions a state where the public schools are widely recognized as the foundation of a free and democratic society, where local citizen governing boards are fully vested with the means to advance the best interests of their students and the public, and where the futures of all children are driven by their aspirations, not bounded by their circumstances.

Program and Speaker Information School Board Member Orientation, Part III Friday and Saturday, April 7-8, 2017

Reno—Hyatt Place Hotel
First Floor Meeting Rooms

Friday, April 7
345pm

Afternoon Beverages and Materials Available for Attendees

400pm

Welcoming Remarks and Overview
Wade Poulsen, NASB President [Lincoln]
Dotty Merrill, NASB Executive Director

430pm with Short Stretch Break
When Appropriate

*CPO Mandatory Module #5 or other CPO credit as needed
Citizen Participation and Public Information*

Dr. Steve Mulvenon

[P.O.W.E.R. Required Module 5*]



For 24 years until his retirement in 2010, **Dr. Steve Mulvenon** was the Director of Communications and Community Outreach for the Washoe County School District. In that capacity, he oversaw the district's internal and external communications efforts including media relations, school-business partnerships, publications, volunteer services, the district's website and family/parental involvement programs.

Steve has been a presenter at state and national conferences including the seminars of the National School Public Relations Association, the American Association of School Administrators, and the National School Boards Association. He has taught courses in school-community relations at both the Reno campus of the University of Phoenix and the University of Nevada, Reno. In 2007, Steve was inducted into the Hall of Fame of the Sierra Nevada Chapter of the Public Relations Society of America.

Steve continues to provide consulting services to Nevada school districts and assists the National School Public Relations Associations with school district communications audits throughout the country.

He is the immediate past-president of the Board of Directors of the Northern Nevada International Center and currently is the board's liaison to NNIC's refugee resettlement efforts.

600pm

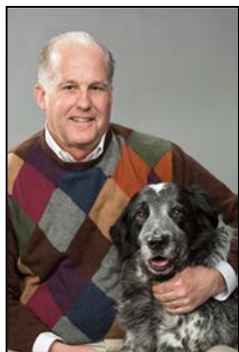
Dinner and Networking

700pm

***CPO Mandatory Module #6 or other CPO credit as needed
Interviewing and Media Relations***

Dr. Erik Herzik

[P.O.W.E.R. Required Module 6*]



Eric Herzik is a professor in the Department of Political Science at the University of Nevada, Reno. Eric received his BA from the University of California at Irvine and his Ph.D. in political science from the University of North Carolina. He is the author of more than 50 research articles and monographs and has co-edited 5 books. Eric's research specialties center on American state and local politics and policy making. He was previously the Dean of the College of Liberal Arts at UNR and is currently the chair of the Political Science Department.

Eric has been a member of the University Faculty Senate, and was awarded the Senator Alan Bible Teaching Excellence Award for the College of Arts and Science in 1996. He has taught at UNR since 1989.

830pm On Your Own

Saturday, April 8
830am

Discussion to Build Governance Skills: What Have I Learned during My Service as a School Trustee?

Wade Poulsen, NASB President, Facilitator

[.25 CPO unit Leadership and Governance]

915am

Discussion to Enhance Trustee Understanding of the Board vs. Superintendent Roles: Overstep vs. Overstep

Dotty Merrill, NASB Executive Director

[.25 CPO unit Employee Relations]

1000am

Short Stretch Break

1015am

Crucial Elements of Leadership: What Can School Trustees Learn from TED Talks?
https://www.ted.com/talks/robert_sapolsky_the_uniqueness_of_humans

NASB Executive Committee

[.25 CPO unit Miscellaneous]

1100am

CPO Mandatory Module #7 or other CPO units as needed Employment Law Basics: Learning What to Do and What Not to do

James Beecher, Esq.

[P.O.W.E.R. Required Module 6*]



James S. Beecher is the Chief Deputy District Attorney for White Pine County. He is also Legal Counsel for the White Pine County School District and the White Pine County Tourism and Recreation Board.

James received his B.A. degree in Political Science from the University of Nevada, Las Vegas, where he graduated Magna Cum Laude, and his law degree from William S. Boyd School of Law – University of Nevada, Las Vegas, after which he was admitted to practice law by the State of Nevada. He prosecutes criminal cases and oversees other Deputies in the White Pine County District Attorney’s Office, as well as represents and advises the School District and the Tourism and Recreation Board.

Noon

Lunch and Networking

100pm
345pm

Employment Law Continued
Evaluations Submitted and Final Comments

400pm

*Future Opportunities, Submitting Evaluation Forms, and
Out the Door*

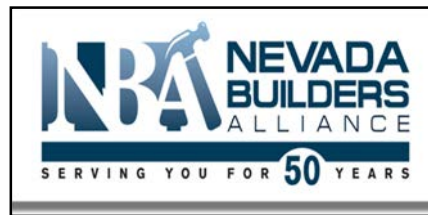
Dotty Merrill, NASB Executive Director

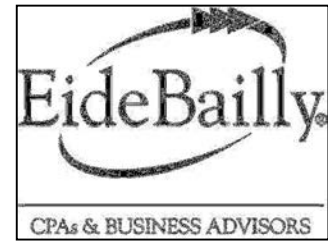
*P.O.W.E.R=Public Officials Workshops: Education and Resources

To earn the Certified Public Official designation, participants must complete the P.O.W.E.R. Orientation Program mandatory modules in addition to 52 hours of courses and conferences, adding to a combined total of approximately 70 contact hours.

For attending Orientation, Part III, each attendee will earn units toward the Certified Public Official Program as well as credit for completion of mandatory Modules 5, 6, and 7 [described above] required by the Program.

Special Thanks to These Corporate Sponsors--





Certified Public Official Program

Created by Extended Studies at the University of Nevada, Reno, in partnership with the Nevada League of Cities and Municipalities, Nevada Association of Counties and Nevada Association of School Boards, the Certified Public Official (CPO) Program is an in-depth series that provides diverse resources for educational and professional development responsive to the changing needs of elected and appointed officials in public office throughout Nevada.

The CPO program is designed for:

- *Elected and appointed city, state and county officials*
- *Transportation, fire, police and planning commissioners*
- *Improvement district and public utility district trustees*
- *School board members and school district superintendents*

To earn the CPO designation, program participants must complete the following modules offered through Extended Studies at the University of Nevada, Reno, and meet additional program requirements. While CPO units may be earned in any order, participants are encouraged to complete the Orientation training first.

Required Modules

- **Module 1:** Realities of Public Life: Roles and Relationships of Public Office (1 hour)
- **Module 2:** Budgets: Revenue Sources, Projections and Forecasts (2.5 hours)
- **Module 3:** Ethics in Nevada (1.5 hours)
- **Module 4:** Nevada’s Open Meeting Law (2 hours)
- **Module 5:** Citizen Participation and Public Information (1.5 hours)
- **Module 6:** Interviewing and Media Relations (1.5 hours)
- **Module 7:** Employment Law: Keeping Your Agency Out of Court (4 hours)

For board members, superintendents, and others working toward completion of the CPO Program, the above seven modules are mandatory as well as fifty-two additional hours of training with minimum units required in these areas:

Public Finance	6 CPO units
Leadership & Governance	6 CPO units
Public Information and Media Relations	2 CPO units
Community Development and Infrastructure	4 CPO units
Employee Relations	4 CPO units
Electives	4 CPO units

For attending this Orientation, Part III, each attendee will earn units toward the Certified Public Official

Program as well as credit for completion of mandatory Modules 5, 6, and 7 [described above] required by the Program as shown above.

To verify units earned at future professional development workshops, please call Shera Alberti-Annunzio at UNR Extended Studies: 775/784-4046.

Future 2017 Professional Development Opportunities

August 5	Review of Legislative Session Bills Impacting School Boards and School Board Members	900am to Noon Reno—Hyatt Place Hotel
August 5	Lunch	Noon Reno—Hyatt Place Hotel

August 15	NASB 2017 Award Nominations Forms Must Be Submitted	500pm
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September 16	Professional Development [open to all school board members]	900am to Noon Las Vegas—Tuscany Suites
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November 17-18 Friday and Saturday	NASB Conference	Reno—Atlantis Casino Resort Spa
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November 18	630pm	Dinner and Award Ceremony
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