

**Miami-Dade County Public Schools**



# **Five Star Community Engagement Leadership Conference**

**Tuesday, October 2, 2012  
8 a.m. to 3 p.m.**

**Jungle Island  
1111 Parrot Jungle Trail**

## **WHO?**

- COMMUNITY INVOLVEMENT SPECIALISTS
  - PTA/PTSA PRESIDENTS
  - COUNSELORS
- STAFF LIAISONS FOR SCHOOL VOLUNTEERS,  
LEGISLATIVE ADVOCACY, BUSINESS PARTNERSHIPS

## **WHAT?**

- PARENTAL INVOLVEMENT RESOURCES
  - SCHOOL VOLUNTEER PROGRAM
  - FIVE STAR SCHOOL AWARD
- ORGANIZATIONAL MANAGEMENT
  - LEGISLATIVE ADVOCACY

## **TO REGISTER**

- Log into the Professional Development system through the employee portal
  - Click on "Find Meeting by Title"
  - Select "R" for "Rules of Engagement Leadership Conference"

## **FOR MORE INFORMATION**

Call 305-995-2995 or see briefing ID# 12128

Sponsored by



**Target**

Recognizing Community Excellence in Community Engagement



Tuesday, October 2, 2012 • 8 a.m. to 3 p.m.

| Session   | Location<br>Treetop<br>Ballroom | Presenter(s)   | Time(s)   | Audience  |
|---|---------------------------------|--|---|---|
| <b>Registration/<br/>Vendor Fair</b>  | <b>Lobby</b>                    | <b>Vendors</b>   | <b>7:30 - 3:30 p.m.</b>                                     | <b>All<br/>Participants</b>   |
| <b>Opening</b>  | Ballroom                        | Ms. Lisa Thurber, District Director<br>Office of Community Engagement          | 9:00 - 9:30 a.m.  | All Participants  |
| <p><b>Developing Partnership Strategies to Build a Successful Dade Partner's Program</b></p> <p>Today's economic challenges require creative, innovative solutions to reach out and find like-minded Dade Partners to support your programs. Join us and learn how to market your school, evaluate what you have to offer potential partners, capitalize on surrounding community events to engage Dade Partners and explore ways to create new partnership initiatives. Dade Partners are a vital part of the success of a school. Businesses are eager to support programs that promote academic achievement.</p> | Room<br>Jacaranda<br>North      | Ms. Arlene Martinez, Director<br>Office of Community Engagement                | 9:45 - 10:45 a.m.<br>11:00 - 12:00 noon<br>1:20 - 2:20 p.m. | Administrators<br>Dade Partners<br>Liaisons<br>Counselors<br>(CIS)<br>Event/Club Sponsors<br>PTA/PTSA |
| <p><b>Advocacy 101</b></p> <p>Many educators maintain that the debate over how to improve education in the U.S. has ignored one critical element: the physical condition of schools. Students and teachers are held accountable for their performance, but it is extremely difficult to raise levels of academic achievement when teaching and learning take place in crumbling, antiquated facilities. Learn how you can advocate for your school or community through in Advocacy 101.</p>  | Room<br>Flamboyant              | Lubby Navarro, Director<br>Intergovernmental Affairs, Grants<br>Administration | 9:45 - 10:45 a.m.<br>11:00 - 12:00 noon<br>1:20 - 2:20 p.m. | All Participants  |



| Session   | Location<br>Treetop<br>Ballroom | Presenter(s)   | Time(s)  | Audience   |
|---|---------------------------------|--|--|--|
| <p><b>Be on Target, Be a Five Star School</b></p> <p>The Five Star School Award is the highest and most distinguished award given by the Florida Department of Education and the Council for Community Involvement. Many schools may have strong community involvement programs in one area, but outstanding schools develop strong programs in five areas. These are the five stars of the award. In this panel discussion facilitated by Five Star schools, participants will be engaged with best practices and strategies to meeting the goal of becoming a Five Star School.</p> | Arboretum                       | <p>Ms. Patricia Lee, Staff Specialist<br/>Office of Community Engagement</p> <p>5 Star Panel (TBD)</p>   | 1:20 - 2:20 p.m.   | <p>Administrators<br/>School Volunteer Liaisons<br/>(CIS)<br/>Event/Club Sponsors<br/>PTA/PTSA</p> |
| <p><b>Connecting Families, Communities and Schools</b></p> <p>This interactive panel discussion will include: support of parental involvement initiatives offered through the District; Discussion on PTA/PTSA fundraising to support advocacy; How to effectively utilize The Parent Academy ; Accessing information about KidCare of Florida and; Best practices to having “Family Friendly Schools”.</p>   | Flamboyant                      | <p>Mr. Paul Wilson, Executive Director<br/>Office of Community Engagement</p> <p>Mr. Teri Weinstein – Miami-Dade County<br/>Council Region Coordinator</p> <p>Mr. Joseph Gebara – Chair,<br/>Title I District Advisory Council</p> <p>Mr. Barbara Biggart<br/>Mr. Maria Elena Garganta<br/>Dr. Guilhene Benjamin<br/>Teacher Counselor</p> | <p>9:45 - 10:45 a.m.<br/>11:00 - 12:00 noon<br/>1:20 - 2:20 p.m.</p> | <p>Administrators<br/>Teachers<br/>Counselors<br/>(CIS)</p>  |
|   |                                 |  |  |  |

| Session   | Location<br>Treetop<br>Ballroom | Presenter(s)  | Time(s)   | Audience   |
|---|---------------------------------|---|---|--|
| <p><b>Project Challenge</b><br/>Project Challenge, Inc. an Experience Based Training and Development group whose expertise is in providing team training solutions. Through the development of customized adventure activities, games and simulations that specifically address client expectations, Gino and his team facilitate changes in areas such as genuine dialogue, teamwork, decision making, developing shared values and vision as well as building more authentic relationships. To meet these needs Project Challenge draws from the fields of Integral Philosophy, Organizational Development and Psychology and uses activities as varied as portable indoor simulations, sailing, challenge adventure courses, kayaking and drumming/percussion ensembles.</p> | Jacaranda South                 | <p>Ms. Diana Venturini, Director<br/>Office of Community Engagement</p> <p>Gino Coca-mir<br/>Project Challenge Inc., Co-owner</p> | <p>9:45 - 10:45 a.m.<br/>11:00 - 12:00 noon<br/>1:20 - 2:20 p.m.<br/>2:30 - 3:30 p.m.</p> | All Participants   |
| <p><b>Your School, Your Volunteers</b><br/><b>Included in this session is</b> a general overview of Miami-Dade County Public Schools, procedures, and guidelines for school volunteers; recruiting techniques; services volunteers can provide at the school and; exploring best practices for effectively utilizing and retaining school volunteers.</p>   | Arboretum                       | Mr. Vince Dawkins, Director<br>Office of Community Engagement   | <p>9:45 - 10:45 a.m.<br/>11:00 - 12:00 noon</p>   | <p>Volunteer Liaisons<br/>Counselors<br/>(CIS)<br/>Event/Club Sponsors</p> |
| <p><b>FIVE STAR SCHOOLS AWARD PRESENTATION (LUNCH)</b></p>  | Treetop Ballroom                | <p>Lisa Thurber, District Director<br/>Office of Community Engagement<br/>(TBD )Target</p>  | 12:15 -1:15 p.m.  | ALL Participants   |



# Congratulations! 2012-13 Five Star Schools



Miami-Dade County Public Schools  
Community Engagement Leadership Conference  
Thursday, October 3, 2013 • Jungle Island



## Making CONNECTIONS

### Old Challenges & New Technology

Featuring Dr. Joe Mazza

Lead Learner @Knapp Elementary School, Lansdale, Penn.

Thanks to  
our presenting partner  
and conference exhibitors



Aflac • Boards & More LLC • Curriculum Associates  
Florida Diagnostic and Learning Resources System (FDLRS) – South  
Ibiley • LifeCraft Financial Group • Promethean • Safari Montage  
South Florida Educational Federal Credit Union  
The Miami-Dade County Youth Fair & Exposition  
United Way of Miami-Dade • University of Phoenix  
Valic Financial Advisors, Inc. • Zaner-Bloser

#### Elementary Schools

Air Base Elementary  
Amelia Earhart Elementary  
Charles R. Hadley Elementary  
Christina M. Eve Elementary  
Claude Pepper Elementary  
Cutler Ridge Elementary/Assurant Satellite  
Howard Drive Elementary  
Kendale Lakes Elementary  
Kendale Elementary  
Marjory Stoneman Douglas Elementary  
Ojus Elementary  
Oliver Hoover Elementary  
Springview Elementary School  
Sunset Elementary  
Wesley Matthews Elementary  
William Lehman Elementary  
Zora Neale Hurston Elementary

#### K-8 Centers

Bob Graham Education Center  
David Lawrence Jr. K-8 Center  
Devon Aire K-8 Center  
Eugenia B. Thomas K-8 Center  
Frank C. Martin K-8 Center  
John I. Smith K-8 Center  
Winston Park K-8 Center

#### Middle Schools

Hammocks Middle  
Herbert A. Ammons Middle  
Palm Springs Middle  
W.R. Thomas Middle

#### Senior High Schools

Coral Reef Senior High



# Keynote Speaker

**Dr. Joe Mazza**

**Lead Learner @Knapp Elementary School**



Dr. Joe Mazza serves as lead learner at Knapp Elementary School, a diverse learning community in Lansdale, Pennsylvania. He is an educational innovator, and has spent his career working with students, teachers & families as a 3rd grade teacher, bilingual assistant principal, middle school vice-principal and now elementary principal. In each setting, he has assumed the role of TV studio producer, webmaster and school technology integration coach. He is the 2013 recipient of EdTech Digest's Leader Setting a Trend Award.

Joe's dissertation topic: Principals' use of social media tools to build home-school partnerships connected him closely to the work of family engagement researcher Dr. Joyce Epstein. Much of his work revolves around translating the work of leading family engagement researchers into today's growing use of social media. He's currently working as a consultant on the MetLife Teacher Capacity Project based in Washington, D.C..

A big social media user, Joe uses these tools to connect his local and global learning environments. He blogs consistently for popular educational publications like Edutopia, Connected Principals, SmartBlogs for Education and Parent Involvement Matters. Joe's also reflects on his own blogs, eFACE Today to share innovative ways educators complement face-to-face communications between home and school and at leadlearner.com as a general reflective leadership space. He leads a weekly global Parent Teacher Chat on Twitter (#ptchat) and in March orchestrated an inquiry trip to Finland to study their #1 ranked educational system. The University of Pennsylvania Graduate School of Education inquiry blog set the tone for a globally transparent conversation using multiple social media tools as his doctoral team reported LIVE from Finnish classrooms.

Most recently, Joe joined PennGSE as their "Innovation Coach" for the 13-14 academic year. He is also working with the Institute for Educational Leadership's family and community engagement team to amplify innovative high and low tech strategies out into the field and is a member of the National Family Engagement Advisory Board.

Connect on Twitter at @joe\_mazza. Joe's Personal Learning Network (PLN) covers students, parents and educators in 78 countries. His transparent learning on Twitter recently surpassed 20,000 tweets since he became a connected educator in 2010. He was recognized at the Bammy Awards in Washington D.C. in September 2012 as one of the nation's top 20 most influential social media users and is a finalist for Elementary Principal at the September 2013 Bammy Awards.

Joe's passions lie in activating student voice, engaging all families, building teacher leadership and making technology integration as ubiquitous as possible. Building meaningful relationships are at the heart of his daily work in teaching, learning and leadership.

# Agenda

| Session   | Room             | Presenter(s)   | Time(s)   |
|---|------------------|--|---|
| <b>Registration</b>   | <b>Lobby</b>     | <b>Exhibitors</b>  | <b>7:30 a.m. – 8:30 a.m.</b>  |
| <b>Opening</b>  | Treetop Ballroom | Ms. Lisa Thurber   | 8:30 a.m. – 8:45 a.m.   |
| <b>Keynote Address: Principal as Lead Learner</b>   | Treetop Ballroom | Dr. Joe Mazza  | 8:45 a.m. – 9:30 a.m.   |
| <b>Home &amp; School 2.0</b> —If we're invested in meeting the needs of <b>all</b> of our families, what does a comprehensive family & community engagement approach look like? During this session, participants will have the opportunity to work together to create and leave with 1) A comprehensive menu of two-way/multi-way communications, 2) Innovative ideas to engage stakeholders using high and low tech, and 3) Exposure to a global support network to encourage and cultivate future efforts based upon relationships with other like-minded educators. | Flamboyant       | Facilitator: Lisa Thurber<br>Presenter: Dr. Joe Mazza      | 9:45 a.m. – 10:45 a.m.<br>11:00 a.m. – 12 noon                          |
| <b>PTA/PTSA 305: "Year of the Local Unit" Principal &amp; PTA</b> —School Principals and local unit PTA members will learn how to improve and maintain a positive working relationship through discussions on PTA/school-related scenarios.   | Flamboyant       | Facilitator: Angela Lozano<br>Presenter: Dr. Sharon Lopez  | 1:20 p.m. – 2:20 p.m.   |
| <b>The ABC's of Technology</b> —Bring your mobile device and prepare to learn about a variety of FREE resources to communicate with colleagues, parents and the community!  | Jacaranda South  | Facilitator: Jeff Ronci<br>Presenter: Cindy Caldwell       | 9:45 a.m. – 10:45 a.m.<br>11:00 a.m. – 12 noon<br>1:20 p.m. – 2:20 p.m. |
| <b>Using Edmodo with Parents</b> —This free, web-based tool, similar to Facebook, enhances communication between teachers, students, administrators and parents. Bring your smart phone, tablet, or laptop to this interactive session.   | Jacaranda North  | Facilitator: Diana Venturini<br>Presenter: Cristy Charters | 9:45 a.m. – 10:45 am<br>11:00 a.m. – 12 noon.<br>1:20 p.m. – 2:20 p.m.  |
| <b>Building Business Partnerships</b> —The who, what, when and how of building business partnerships. Learn about a new resource to connect you with prospective business partners for your school. Also learn about the Office of Community Engagement Collaboration Portal, designed to assist you in registering and keeping track of your Dade Partners.  | Arboretum        | Presenters:<br>Arlene Martinez<br>and Patty Vargas         | 9:45 a.m. – 10:45 a.m.<br>11:00 a.m. – 12 noon                          |
| <b>Be on Target: Be a 5 Star School</b> —The Five Star School Award is the highest and most distinguished award given by the Florida Department of Education. In this panel discussion facilitated by Five Star schools, participants will be provided with best practices and strategies to meeting the goal of becoming a Five Star School.   | Arboretum        | Facilitator: Patricia Lee<br>Presenters: 5 Star Panel      | 1:20 p.m. – 2:20 p.m.   |
| <b>i-Care</b> —Learn about the district's service excellence initiatives and how schools are making sure that their customers count.  | Banyan           | Facilitator: Vince Dawkins<br>Presenter: Joseph Gebara     | 11:00 a.m. – 12 noon<br>1:20 p.m. – 2:20 p.m.                           |
| <b>Exhibitors Fair</b>  | Lobby            | Various  | 8:00 a.m. – 3:00 p.m.   |
| <b>Lunch &amp; Five Star School Awards Presentation</b>   | Ballroom         | Lisa Thurber   | 12:15 p.m. – 1:15 p.m.  |



# Community Engagement Leadership Conference



**Featuring**  
**Joe Mazza**  
expert on  
building home/school  
partnerships  
via social media

## **Making CONNECTIONS**

### **Old Challenges & New Technology**

Workshop topics include:

- Strategies for Engaging Parents via Social Media*
- Be a Five Star School • Building Business Partnerships*
- Collaborating with PTA/PTSA 305*
- ABCs of Technology • Using Edmodo with Parents*
- iCare Service Excellence Initiative • Exhibitor Fair*

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*Master plan points available!*

PTA/PTSA Presidents [Click here to register](#)

For more information call: 305-995-1265

or email: [vsdawkins@dadeschools.net](mailto:vsdawkins@dadeschools.net)





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**Master plan points available!**

Register online using the  
Professional Development Menu Registration System  
Title: "Making Connections"

For more information call: 305-995-1265  
or email: [vsdawkins@dadeschools.net](mailto:vsdawkins@dadeschools.net)