

ISACS

TODAY'S LEADERS FOR TOMORROW'S SCHOOLS

2021 HEADS CONFERENCE

Thursday, January 28 -
Friday, January 29, 2021

A VIRTUAL PROGRAM

KEYNOTE PRESENTATIONS

From Meeting the Moment to Meeting the Future

IAN SYMMONDS, IAN SYMMONDS & ASSOCIATES INC.

While the pandemic has undoubtedly wreaked havoc on the world, there are signs of positive change emerging in the education sector. There has been an explosion of innovation which creates a tremendous opportunity for private education in the future. Fixed mindsets are changing, as are schedules, assessment, pricing, and delivery. One could argue that, as a result, we soon might see a more impactful and resilient learning organization. Join Symmonds as he outlines the future opportunities he sees for our industry.

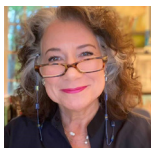


IAN SYMMONDS is the founder, president, and chief strategist at Ian Symmonds & Associates (ISA). In 2003, Symmonds started ISA with a computer, cell phone, and a dream of using his skills to transform the education landscape. After serving four private schools, colleges, and universities over 15 years as a senior officer, turning around enrollment and strategy in the process, he launched Ian Symmonds & Associates Inc. Nearly 20 years, 1,000 clients, and 4 million air miles traveled later, he has seen more schools, colleges, universities, and non-profits than any other consultant in America.

Why Humor is Essential in 2021: Cultivating Civil & Creative Wit in Independent Schools

GINA BARRECA, UNIVERSITY OF CONNECTICUT & AUTHOR

A shared sense of humor—the kind that bonds a community, a faculty, a school's alumni, and its current students—is not only appropriate during tough times, but also essential. The most effective and memorable educators have always known this. Yet the connections constructed and supported through humor have usually been regarded as intuitive rather than understood as sets of skills and patterns. We have as much of an obligation to help our students develop their senses of humor as we do to help them develop the skills to read, write, and add. Humor is a survival skill and, as such, needs to be modeled, demonstrated, reinforced, and enjoyed by the adults along with the children. You must learn to be fully there, laughing at the funny parts. For children, adults provide the laugh tracks. That is how they learn where the lines are—the hilarious lines and the ones that cross a boundary—by listening to where the adults they admire and respect laugh. Humor, when born of creativity and original thinking, encourages us to find resilience, strength, and courage. It helps to form our ideas, articulate our arguments in a precise and persuasive way, and, at its best, allows us to be generous with those who disagree. The best humor might have you roll over laughing, but it also helps you stand up for something.



GINA BARRECA, PhD is a Distinguished Professor of English Literature at the University of Connecticut and winner of University of Connecticut's highest award for excellence in teaching. She is the author of the bestselling books *They Used to Call Me Snow White But I Drifted: Women's Strategic Use of Humor*, *Babes in Boyland: A Personal History of Coeducation in the Ivy League*, *Perfect Husbands and Other Fairy Tales*, as well as seven other books. Barreca edited 18 other books including *Don't Tell Mama: The Penguin Book of Italian American Writing*, *The Signet Book of American Humor*, and *Fast Funny Women: 75 Essays of Flash Non-Fiction*.

The Identity Loyalty Imperative: How to Thrive

AMERICUS REED, WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Professor of marketing and host of the podcast *Marketing with Wharton's Hip Hop Prof*, Reed will discuss the concept of Identity Loyalty Imperative and describe how it relates to creating a deeply emotional and lifelong connection with your faculty, staff, families, and students. Identity loyalty is when a product, brand, service, or organization becomes internalized as part of you. Learn how to create identity loyalty from scratch, how to monitor and nurture it over time, and how to make sure that your school can, through word of mouth and advocacy, create a community of fierce loyalists who will protect your brand, defend it, and do your marketing for free. The concept of identity loyalty is a powerful tool to utilize the psychology of affiliation, tribalism, and belonging to create a connection that becomes virtually impossible to sever. Reed will discuss tools available to harness your school's data to effectively create its identity loyalty through the most efficient use of the resources available to your school. The principles and tools are relevant to Fortune 500 companies and applicable to school communities of all sizes.



AMERICUS REED, II is the Whitney M. Young Jr., Professor of Marketing at the Wharton School, University of Pennsylvania. Reed's primary research is in brand equity and Identity Loyalty—the study of creating and fostering “brand communities” that transcend the utilitarian aspects of products to actualize iconic levels of symbolic identity and self-expression, connect to deep levels of emotional and social affiliation, and cultivate lifelong relationships with intermediate customers and end consumers. He has authored more than 50 articles, book chapters, and cases on the topic. He has been featured on CNN, CNBC, NPR, and the Hidden Brain Podcast and in *Forbes*, *Wall Street Journal*, *Huffington Post*, and *New York Times*.

SESSIONS

Managing Your Board: Secrets of the Trade

ROB EVANS, PSYCHOLOGIST, AUTHOR & SCHOOL CONSULTANT

A well-functioning board is crucial to a head's success and happiness. Yet however devoted, smart, and generous they may be, trustees are rarely easy to manage—especially in uncertain and dangerous times. Evans will lead a discussion about how best to “manage up” and help keep a board in top form.

Sustaining Faculty Morale, Mental Health, and, Yes, Even Joy During the Pandemic

MICHAEL THOMPSON, PSYCHOLOGIST, AUTHOR & SCHOOL CONSULTANT

The safety demands of the virus have made everything in school much slower and more difficult. As one head reported, “teaching is 3x harder, leading is 3x harder, and everyone appears exhausted.” How can a school leader continue to support faculty throughout the year, and how can one do so without breaking down from the weight of the effort? Thompson will discuss the obvious challenges of leading during a pandemic and the many creative solutions he has seen employed to lift faculty morale.

Students of Color at Predominantly White Independent Schools

JACKSON COLLINS, PREP FOR PREP

Examine the intersection of the Black@ Instagram movement and the findings from a mixed-methods research study on the experiences of students of color who attend predominantly white independent schools. The study, based on 525 participants in 6-12th grade from 74 independent schools in the Northeast, presents statistical and narrative data that make the case for a reexamination of how we support students of color and how we engage the broader school community in diversity, inclusion, and antiracist work. The findings illuminate specific areas of student support and pain points for students of color who attend predominantly white institutions. This session also will examine the ways in which we can improve advocacy, equity, and communication within our school communities.

6-Word Memoir

KIM PEEPLES, GROVES ACADEMY (MN)

Take a break from hectic school life and challenge yourself to capture your thoughts, your life, your creativity, and your adventures in exactly 6 words. Using Larry Smith's model of a 6-Word Memoir, hear how others have met the 6-Word challenge while connecting with other heads. Write your own memoirs and enjoy those written by your colleagues by participating in a creative and fun break-away from the challenges of everyday life.

Whole, Not Perfect: Being Who You Are With Love & Courage

DAVE MOCHEL, MINDFULNESS COACH

Life can be challenging and uncertain. Our efforts to be perfect can make life exhausting and frustrating. As a leader we need to focus on what matters most—this does not mean that we must always have the answer, to always appear shiny, or never be without our own needs. We can be fully human. In doing so, not only can we be healthier and happier, but we can build cultures that are more joyful and loving. Leave with specific practices for peacefully and powerfully encountering and working with discomfort, resistance, challenge, and uncertainty.

Culturally Responsive Leadership & Game Play

JEFF UTECHT, EDUCATIONAL CONSULTANT

Join us as we have some fun playing a game that will be educational while learning how games can lead to more culturally responsive teaching practices. Play along and discover how we can utilize games within our leadership to support staff and each other.

Hot Legal Issues: The Changing Legal Landscape & Ongoing Challenges

CARYN PASS, VENABLE LLC

These past many months have been challenging for independent schools in ways we never imagined and have resulted in legal exposure requiring creative and new strategies for mitigating such exposure. Join the conversation about the legal landscape facing ISACS leaders and discuss strategies for proactively planning for the challenges ahead while considering legal exposure in the current “new normal”. The goal of the session is to ensure that all heads leave the presentation with a plan for staying calm, rested, and stress free.

Recruiting Faculty of Color in Independent Schools: The Difference between Commitment & Concern

WARREN REID, NEMNET

Why are some schools more successful than others at recruiting faculty of color? Join us and find out! This session will focus on the challenges, best practices, and strategies associated with faculty of color recruitment. It will leverage a national research project and over 20 years of diversity recruitment experience in independent schools and is designed to empower individuals and institutions with information and resources to maximize recruitment efforts. Leave with concrete strategies along with next steps to address individual obstacles and needs.

THURSDAY, JANUARY 28

12:30 - 1:15 PM CENTRAL/1:30 - 2:15 PM EASTERN

ISACS Annual Meeting

ISACS EXECUTIVE COMMITTEE

Members of the ISACS Executive Committee will provide an update on the state of the association. In addition, trustees and officers will be elected for terms beginning July 2021.

FACILITATED AFFINITY GROUPS

A Surprising Innovation That You Will Keep

Join a group to share innovations that you know you will maintain after Covid.

I Could Use a Different Perspective on This Challenge: A Consulting Protocol

Bring any dilemma that would benefit from collegial consideration using a specific consulting protocol. Each participant will serve as both a presenter and a consultant to others.

Can You Believe This? Surprising Stories from the Field

Share your most amazing, exasperating, and entertaining stories from the last 10 months. Come and be entertained and affirmed by sharing the stories that only other leaders can fully appreciate!

REGISTER FOR THE HEADS CONFERENCE TODAY

CONFERENCE SCHEDULE

TIMES ARE LISTED IN CENTRAL TIME.

THURSDAY, JANUARY 28

- 8:00 – 8:30 AM Coffee & Conversation**
- 8:30 – 9:45 AM Welcome Remarks & Keynote Presentation:** From Meeting the Moment to Meeting the Future, *Ian Symmonds*
- 10:00 – 11:00 AM Session I**, select from:
 - Managing Your Board: Secrets of the Trade, *Rob Evans*
 - Sustaining Faculty Morale, Mental Health, and, Yes, Even Joy During the Pandemic, *Michael Thompson*
- 11:15 AM – 12:15 PM Session II**, select from:
 - Students of Color at Predominantly White Independent Schools, *Jackson Collins*
 - 6-Word Memoir, *Kim Peeples*
- 12:30 – 1:15 PM ISACS Annual Meeting**, *ISACS Executive Committee*
- 1:30 – 2:30 PM Session III**, select from:
 - Whole, Not Perfect: Being Who You Are With Love & Courage, *Dave Mochel*
 - Culturally Responsive Leadership & Game Play, *Jeff Utecht*
- 2:45 – 3:45 PM Keynote Presentation:** Why Humor is Essential in 2021: Cultivating Civil & Creative Wit in Independent Schools, *Gina Barreca*
- 3:45 – 4:45 PM Design your Own Non-school Adventure—Do something Kind for Yourself**
- 4:45 – 6:00 PM Social Hour***

FRIDAY, JANUARY 29

- 8:00 – 8:30 AM Coffee & Conversation**
- 8:30 – 9:45 AM Keynote Presentation:** The Identity Loyalty Imperative: How to Thrive, *Americus Reed*
- 10:00 – 11:00 AM Session IV**, select from:
 - Hot Legal Issues: The Changing Legal Landscape & Ongoing Challenges, *Caryn Pass*
 - Recruiting Faculty of Color in Independent Schools: The Difference between Commitment & Concern, *Warren Reid*
- 11:15 AM – 12:15 PM Facilitated Affinity Groups**, select from:
 - A Surprising Innovation That You Will Keep
 - I Could Use a Different Perspective on This Challenge: A Consulting Protocol
 - CanYou Believe This? Surprising Stories from the Field
- 12:15 – 12:45 PM Sponsor Breakout Sessions****
- 12:45 PM Enjoy the rest of the afternoon to process, organize your thoughts & plan applications to share and use when you return to school.**

REGISTRATION

Register online at isacs.org/headconference

- The Heads Conference will begin at 8:30 am central/9:30 am eastern on Thursday, January 28 and conclude at 12:45 pm central/1:45 pm eastern on Friday, January 29.
- The Heads Conference will take place via Zoom. Links and additional pre-registration details will be provided.
- \$250/ISACS Head of School.
- We encourage participation in all sessions to maximize the experience for all participants.
- ISACS will record each session. The recordings (password protected) will be exclusive to the registrant and available until March 31, 2021.
- There will be no refunds for the Heads Conference.

Questions? Contact karen@isacs.org or jacob@isacs.org.

REGISTER FOR THE HEADS CONFERENCE TODAY

THURSDAY

MORNING COFFEE & KEYNOTE

SPONSORED BY



THURSDAY

ISACS ANNUAL MEETING

SPONSORED BY



THURSDAY

AFTERNOON KEYNOTE

SPONSORED BY



EDWARDS CO.

THURSDAY

SOCIAL HOUR

Join ISACS colleagues for a Flik Mixology Class, followed by *What Are You Drinking & Why?*

SPONSORED BY



FRIDAY

MORNING COFFEE & KEYNOTE

SPONSORED BY



FRIDAY

SPONSOR BREAKOUT SESSION

12:15 – 12:45 PM CENTRAL

Join a sponsor breakout session and be entered into an ISACS raffle for a chance to win (3) \$100 credits towards ISACS webinars to be used by 6/30/21.