

<p><b><i>Sunday, October 20, 2024</i></b> <b><i>Conference Begins</i></b></p>
---

12:00 Noon – 1:00 p.m.	Executive Board Meeting
1:00 p.m. – 2:30 p.m.	Board of Directors Meeting

***MASA Board Luncheon Sponsored by our Friends at Education Materials Specialists***



2:00 p.m.	Conference Registration Begins Exhibitor Setup	Grand Ballroom Hallway Grand Ballroom & Jr. Ballroom Hallways
3:00 p.m. – 6:15 p.m.		Ballrooms A & B

***Jim Keith & John Hooks***  
***Hot Topics***

***Like Groups***

Visit with exhibitors  
Dinner on your Own

**Monday, October 21, 2024**

<b>7:00 a.m. – 8:00 a.m.</b>	<b>Sign-in / Registration Exhibits Open</b>	<b>Grand Ballroom Hallway</b>
<b>7:15 a.m. – 8:00 a.m.</b>	<b>Breakfast</b>	<b>Grand Ballrooms A &amp; B</b>

***Breakfast Sponsored by our Friends at***



<b>8:00 a.m. – 9:30 a.m.</b>		
<b>Opening Session</b>		<b>Grand Ballrooms A &amp; B</b>

**Welcome**

**Dr. Ronnie L. McGehee, Executive Director**  
**Toriano Holloway, MASA President & Vicksburg Warren School**  
**District Superintendent**  
*Engage, Educate, Protect and Guide Tomorrow's Citizens*

**Michael DeLeon**



**LIKE GROUPS Organization time**

**9:30 a.m. – 9:50 a.m.**

**Break & Visit Exhibitors  
Grand Ballroom & Jr Ballroom Hallways**

**9:50 a.m. – 10:50 a.m.**

**Concurrent Sessions I**

**Really??? That's an Issue in Your School Too?**

**Presenters: Jim Matthews and Ben Moore, Pontotoc County School District; Scott Cantrell & Dr. Lundy Brantley, PBEC**

"They don't have to worry about that over there." is a thought that can sometimes be heard from the mouths of administrators. Is that really the case though? Join Performance leadership coaches Scott Cantrell and Lundy Brantley, along with Pontotoc County principals Jim Matthews and Ben Moore, for an informative and interactive session pertaining to surprising common issues that principals from MS and other states face, along with the successful tactics used to address them.

**B/O #1 – 1 of 5**

**Grand Ballroom C**

**Unlocking The Potential: Joining Forces for English Language Learner Success**

**Presenters: Magdalena Maldonado, Jackson Public School District; Cynthia Gabbert, Kids First Education**

Collaborative teaching is crucial for enhancing educators' abilities in supporting English language learners. Dynamic teaching strategies, inclusive environments, and successful initiatives involving collaboration with the community further equip educators to create classrooms where ELLs thrive academically and linguistically. Join us and the Jackson Public School District as we showcase how fostering collaboration amongst educators, families, and communities is key to English language learner success.

**B/O #1 – 2 of 5**

**Junior Ballroom A**

-

**Attendance Amplified: Unveiling Strategies to Engage Families and Students**

**Presenters: Dr. Scott Rimes, Ginger Jones, Laura Anne Marshall, Kimberly Russell and Jill Parker, Rankin County School District**

Chronic absenteeism has been on the rise in recent years in our state. This session will take a look at how Rankin County School District changed their processes from the ground up at the to tackle chronic absenteeism involving multiple stakeholders and groups to make a positive impact on attendance for students.

**B/O # 1 – 3 of 5**

**Junior Ballroom B**

**Redesigning a District to Meet the Needs of ALL Students and Creating a High Performance Environment**

**Presenters: Hilute Hudson, Kemper County School District; Dr. Susan M Rucker, NCEE**

The Kemper Co. School District is in the process of rigorously examining and redesigning their current their systems that support it to ensure consistency in teaching and learning processes across all classrooms, aligned with the latest science on how students learn and grow. Come join the district session as they describe their journey and how they plan to articulated their

learner profile, determine desired student learning experiences, define the pedagogical approach, and are building systems and structures that facilitate organizational learning, professional growth opportunities, and building a culture of openness to new ideas, feedback and working together to achieve common goals.

**B/O #1 – 4 of 5**

**Junior Ballroom C**

**Focusing on District-Aligned Excellence from the Strategic Plan to the Classroom  
Presenter: Chris Cutcliffe, Director of Continuous Improvement Oxford School District**

This session will focus on a unified district approach to continuous improvement from the district office to the classroom. Participants will learn about a process to intentionally align each area in the district to focus on measuring what matters!

**B/O #1 – 5 of 5**

**Junior Ballroom D**

---

**10:50 a.m. – 11:10 a.m.**

**Break & Visit Exhibitors  
Grand Ballroom & Jr Ballroom Hallways**

---

**11:10 a.m. – 12:10 p.m.**

**Concurrent Sessions II**

**Hinds County Leadership Best Practices with iReady**

**Presenters: Chasedy Gilford, Briona Knighten and Cartessa Smith, Hinds County School District**

Hinds County school district will share district wide strategies using IREADY to accelerate student achievement. The district team works with teachers and leaders to ensure best practices for data chats, developing small groups and student engagement. IREADY continues to evolve and add instructional components for MTSS and Tier2 and Tier 3. Using the data to inform instruction leads to meeting the students where they are. (Curriculum Associates)

**B/O #2 – 1 of 5**

**Grand Ballroom C**

**Feedback That Fuels Growth: Elevating Teacher Performance through Effective Observations**

**Presenters: Kim Hart, Picayune School District; Kristy Wheat, Catalyst Learning**

This interactive one-hour session is designed for principals and school-level administrators seeking to improve their observation and feedback practices. The session will explore the Catalyst Coaching Framework aligned with the Mississippi Professional Growth System to deliver impactful feedback that drives teacher development and student success.

**B/O #2 – 2 of 5**

**Junior Ballroom A**

**Rising to the Occasion – Achievement with Real Results**

**Presenters: Dr. Marauo Davis and Dr. Angela Lowery, South Pike School District; Kelly Earls and Dr. Toy Watts, Bailey Education Group, LLC**

In this session, we will explore the transformative impact of partnering with instructional coaches in leadership, data, and instruction to cultivate an inclusive and supportive educational culture. We will explore the impact of working side by side with all stakeholders to grow ALL students.

**B/O #2 – 3 of 5**

**Junior Ballroom B**

### **Elevating Academics, Enhancing Engagement**

**Presenters: Dr. Tori Holloway, Vicksburg Warren School District, Shannon Hopkins and Sonya Gates, Audio Enhancement**

We will be co-presenting with the Superintendent of Vicksburg Warren School District, Dr. Tori Holloway. We will introduce the story of Audio Enhancement, provide overviews of Audio, EPIC, SAFE, and VIEWPath. Dr. Holloway will provide real world instances of how each solution is being implemented in Vicksburg-Warren School District.

**B/O # 2 – 4 of 5**

**Junior Ballroom C**

### **Strategic Planning The Warrior Way**

**Presenters: Chris Fleming and Jeff Underwood, Senatobia Municipal Schools**

Join Senatobia Municipal Schools for an enlightening session, where we will delve into the comprehensive process of building, implementing, governing, and evaluating a district strategic plan. This session will provide a step-by-step guide to creating a robust strategic plan that aligns with district goals and objectives. Participants will learn best practices for effective implementation, governance structures to ensure accountability and evaluation techniques to measure success and drive continuous improvement. Whether just starting or looking to refine your current strategic planning process, this session will equip you with the tools and knowledge needed to lead your district toward excellence.

**B/O # 2 – 5 of 5**

**Junior Ballroom D**

---

**12:10 p.m. – 12:15 p.m.**

**Break & Visit Exhibitors  
Grand Ballroom & Jr Ballroom Hallways**

---

*Luncheon sponsored by our Friends*



**12:15 p.m. – 1:55 p.m.**  
**Welcome & Comments**  
**Introduction of Speaker**

***Luncheon & Keynote***  
**Dr. Tori Holloway, President**

**Lance Evans, Mississippi State Superintendent**

***Announce Superintendent of the Year Winner***

---

**1:55 p.m. – 2:10 p.m.**

**Break and Visit with Exhibitors**  
**Grand Ballroom & Jr Ballroom Hallways**

---

**2:10 p.m. – 3:10 p.m.**

**Concurrent Sessions III**

***“How do you define educator professionalism?”***

**Presenter: Nason Lollar, Madison Career & Technical Center**

It's a tough question. In *The Five Principles of Educator Professionalism*, we define this elusive concept by looking in the mirror. Because WE are the common ground that America so desperately seeks. Making a daily commitment to serving every member of our school community will lead to a stronger culture, built on TRUST. Each letter of the word reminds us of the most important, and most urgent, aspects of our work:

- Teaching and learning always come first.
- Remain vigilant to safety concerns.
- Understand the power of communication.
- Seek balance.
- Take ownership of our morale.

**Accountability Models: A Discussion about Trends and Preparing for the Future**  
**Presenters: Lincoln County School District; Rod Martin, Jumpstart Test Prep**

Come join us as we analyze and discuss trends in accountability modeling, including a review of what Mississippi officials have said publicly about the future of our accountability model. We will also look at ways to take full advantage of the CCR component of our current (and future) model!

**B/O #3 – 2 of 5**

**Junior Ballroom A**

**Pathways to Proficiency: Maximizing Assessment Results**

**Presenters: Chasedy D. Gilford, Ed.S and Roshonda Clark, Hinds County School District; Paul Shelly Educational Materials Specialists**

*With Pathways to Proficiency*, educators can enhance student proficiency and academic success with our presentation on effective assessment utilization. Participants will gain valuable insights and strategies to build teacher capacity in data analysis, leverage benchmark results, and systematically address learning recovery. Educators will discover how to interpret assessment data, make data-informed decisions, and create personalized learning pathways based on individual student needs.

**Summary:**

1. The importance of testing with fidelity: Getting Accurate Data
2. Guiding Benchmark Data Understanding through Purposeful Data Meetings
3. Data to Instruction: Guiding Next Step Instruction all students

**B/O #3 – 3 of 5**

**Junior Ballroom B**

**Collaboration and Shared Leadership to Increase Collective Efficacy**

**Presenters: Candidates from MSU Educational Leadership degree programs representing various districts will participate live and virtually as co-presenters; Dr. Myron Labat, Dr. Leigh McMullan, and Paula Tharp, Mississippi State University**

Transforming school culture through focusing on collaboration and collective efficacy is a cornerstone of the MSU Educational Leadership degree programs. Candidates will share their experiences as demonstration of ways of working within the school system to build high performing teaching and learning school cultures.

**B/O #3 – 4 of 5**

**Junior Ballroom C**

**Redefining Ready: Crafting a Community-Based Accountability Model for 21st Century Success**

**Presenter: Bradley Roberson, Oxford School District**

In an era where traditional metrics often fall short in capturing the true potential of students, it's time to redefine what it means to be "ready." This presentation will explore the development of a community-based accountability model that goes beyond standardized test scores to provide a holistic view of student readiness. Discover how engaging with the community, leveraging local resources, and embracing continuous improvement can create a more accurate and meaningful measure of student success in today's world.

**B/O #3 – 5 of 5**

**Junior Ballroom D**

---

**3:10 p.m. – 3:30 p.m.**

Break and Visit with Exhibitors  
**Grand Ballroom & Jr Ballroom Hallways**

---

**3:30 p.m. – 4:30 p.m.**

**Concurrent Sessions IV**

**Facing the challenges and Seizing the Opportunities to Retaining Our Novice Teachers in Rural Mississippi School Districts**

**Presenters: Dr. Kristina Pollard, Leake County School District; Dr. Eddie Peasant, William Carey University**

National and local teacher shortages negatively influence effective hiring and place leaders in a difficult position to determine the best approach to retain novice teachers. Teacher shortages have been studied for over 30 years, yet new research is needed to understand the challenges and opportunities which may lead to factors reducing attrition. These factors represent the justification for focusing on the retention of novice teachers.

**B/O #4 – 1 of 5**

**Grand Ballroom C**

**Hot Topics in School Business and Finance**

**Presenters: Jim Young, Warren Greenlee, and Bonnie Granger, Young Law Group**

Managing your district's finances and meeting the district's needs require an understanding of State funding, PERS, ad valorem taxes and borrowing options. Join Young Law Group's Jim Young, Warren Greenlee, and Bonnie Granger to discuss these issues and other hot topics on school funding, and long-range financial planning.

**B/O #4 - 2 of 5**

**Junior Ballroom A**

**“What Do you Mean; Making the Shift?”**

**Presenter: Christyl “Cricket” Erickson**

A holistic district-wide approach to improving student outcomes through the implementation of Multi-tier Systems of Support academic and behavior supports and interventions, structured literacy, and best practices for instruction in all disciplines. The ability to use data to guide decision making and ensure that student outcomes are positive, while at the same time, addressing the individual needs of each child is crucial for school success.

**B/O #4 – 3 of 5**

**Junior Ballroom B**

**PERS information**

**Presenter: Ron Kyzar**

**B/O #4 – 4 of 5**

**Junior Ballroom C**

**Accountability**

**Presenter: Paula Vanderford**

**B/O #4 – 5 of 5**

**Junior Ballroom D**

---



**4:30 p.m. – 5:30 p.m.**

**Concurrent Sessions V**

**Special Education Hot Topics**

**Presenters:** MDE, Office of Special Education Ex Dir, Dr. Jennifer Boykin

Discussion of Hot Topics in Special Education and Question & Answer

**B/O #5 – 1 of 4**

**Grand Ballroom C**

**How to Communicate with Those "5 Types of Parents"**

**Presenters:** Dr. Nathan Buhl, Finalsite

"We've all dealt with them...Those types of parents. However challenging, effective communication with individuals is key to a strong school community."

**B/O #5 - 2 of 4**

**Junior Ballroom A**

**Make an IMPACT with AI**

**Presenter:** Kristin Dupuy, Trafera

Empower yourselves and transform your learning environment with the power of AI! This session unlocks the secrets of practical ways to integrate AI tools for a more IMPACTful learning experience. See how AI can empower users to become more effective and innovative educators in the transformed classroom. Together, we will look at how we can leverage AI best, and you will walk away with confidence in using AI in the most effective way to enhance the teaching and learning experience.

**B/O #5 – 3 of 4**

**Junior Ballroom B**

**All About Principals**

**Presenter:** Dr. Ronnie McGehee

**B/O #5 – 4 of 4**

**Junior Ballroom C**

**Tuesday, October 22, 2024**

**7:00 a.m.**

**Sign-in / Registration**  
**Exhibits Open**

**Grand Ballroom Hallway**  
**& Jr Ballroom Hallway**

**7:15 a.m. – 8:00 a.m.**

**Breakfast**

**Grand Ballroom A & B**

*Breakfast Sponsored by our Friends at*



**Curriculum Associates®**



**8:00 a.m. – 9:30 a.m.**

**Grand Ballroom A & B**

***Business Meeting and Installation of Officers***

**CHRIS CHISM**  
**ARTIFICIAL INTELLIGENCE**

---

**9:30 a.m. – 9:50 a.m.**

***Break & Visit with Exhibitors***  
**Grand Ballroom & Jr Ballroom Hallways**

---

**9:50 a.m. – 10:50 a.m.**

**Concurrent Sessions VI**

**How to Manage the Pitfalls of Energy Savings Performance Contracts**

**Presenters: Phil Webb, Pontotoc City School District; Dr. Michelle Bivens, CMTA**

Not all energy savings projects are the same. Come to this presentation to understand the pitfalls of poor energy savings performance contracts. Attendees will walk away with the knowledge to understand components of the contract that make the contract in the best interest of their school district.

**B/O #6 – 1 of 5**

**Grand Ballroom C**

**AI in K-12 Education: Friend or Foe?**

**Presenter: Shelly Hollis, Mississippi State University**

This session will explore the uses of AI in K-12 education and examine the benefits and concerns related to integration of this new tool. Participants will learn about the concept of human-directed AI and useful strategies for evaluating the risks and benefits of various AI-driven products. A variety of resources and tools will be shared with participants during the sessions as well as guidance on acceptable use.

**B/O #6 – 2 of 5**

**Junior Ballroom A**

**Revolutionizing MTSS: Overcoming Barriers with Interactive Data Solutions**

**Presenter: Emily Wirth, Renaissance**

This session addresses the challenges educators face in implementing MTSS amid evolving student needs and limited resources. It will share success stories from Mississippi districts, highlighting the use of interactive, whole child data management solutions to strengthen MTSS. Participants will leave with strategies to improve student outcomes, with an emphasis on leveraging student wellness data.

**B/O #6 – 3 of 5**

**Junior Ballroom B**

**Chronic Absenteeism's Million Dollar Price Tag (And How to Avoid it)**

**Presenters: Dr. Minnie Dace, Quitman School District; Patrick Donahue, School Status**

Chronic absenteeism has a multimillion-dollar fiscal impact on school districts, not to mention detrimental effects on achievement. This session, featuring Dr. Minnie Dace, Superintendent of Quitman School District, explores the latest research on chronic absence's costs, featuring tools and frameworks to accurately project your district's financial risks.

**B/O #6 – 4 of 5**

**Junior Ballroom C**

**Expectations**

**MDE**

**B/O #6 – 5 of 5**

**Junior Ballroom D**

---

10:50 a.m. – 11:10 a.m.

**\*\* FINAL \*\*** *Break & Visit with Exhibitors*  
*Grand Ballroom Hallway & Jr Ballroom Hallway*

---

11:10a.m. – 12:10 p.m.

Concurrent Sessions VII

Answers to the “Top 3 Questions from Registration & Like Groups

Group #1 will be 1A and 2A attendees

Grand Ballroom C

Group #2 will be 3A attendees

Junior Ballroom A

Group #3 will be 4A attendees

Junior Ballroom B

Group #4 will be 5A attendees

Junior Ballroom C

Group #5 will be 6A and 7A attendees

Junior Ballroom D

---

*Luncheon Sponsored by our Friends at*

YOUNG LAW GROUP  
— PLLC



SchoolStatus

**12:20 p.m. – 2:00 p.m.**  
Welcome  
Introduction of Speaker

**Grand Ballrooms A & B**  
Dr. Scott Rimes, President

**Dr. Lance Evans, Superintendent of Mississippi**

**A view of the road ahead, wrapped in Thanks for what our educators and educational leaders accomplish on a daily basis.**

**2:00 p.m. – 3:00 p.m.**

**Annual Awards Recognition Program**

*All ActivPanels Sponsored by our Friends at Trafera*

