

# CULTURIZE

Every Student. Every Day. Whatever It Takes.



SEPTEMBER 25, 2024

CYPRESS, TEXAS

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[www.firsteducation-us.com](http://www.firsteducation-us.com)

# Welcome!

# CULTURIZE 2024

On behalf of our entire teams at FIRST Educational Resources and J Casas and Associates, we are so pleased that you have chosen to join us in person for **CULTURIZE 2024 "Every Student. Every Day. Whatever It Takes."**! We know that educators want to renew their excitement, energy, and focus within their classrooms and buildings. Not only do they want to renew their excitement with learning, they want to spend more time focusing on the Culturize Components of being a Champion for Students, Merchant of Hope, Expect Excellence, and Carry the Banner. With that, we are so excited to be hosting CULTURIZE 2024 to provide you with meaningful, professional learning that is designed to meet your needs with an amazing line-up of presenters.

The "**Keynote Sessions**," on September 25, provide participants with the opportunity to learn from a few leading experts to address the culture of our schools and champion our students through equity, excellence, and hope. During the Keynote Sessions, you will be engaged in new learning, reflection on your practices, and strategies that you can immediately use in your buildings and classrooms.

Next, the "**Breakout Sessions**," on September 25 will engage you in new learning that will be immediately useable in your role and take your learning to the next level. With so many great options to choose from, you will definitely want to plan to catch your top choice during the Institute!

**We want to be your continued partner in learning!** As you participate in the Institute, know that we offer workshops, customized sessions, and on-site support for teachers and leaders like you. We'd love to talk with you about your goals and how we might partner with you to make these goals a reality!

Please enjoy CULTURIZE 2024!



Jimmy Casas  
CEO of  
J Casas and Associates



Dr. Garth Larson  
Co-founder and CEO,  
FIRST Educational Resources  
[garthfirsteducation-us.com](mailto:garthfirsteducation-us.com)

# CULTURIZE 2024 INSTITUTE SCHEDULE



**September 25, 2024**

**\*All times are central\***

**7:30 AM - 8:00 AM      Registration and Networking**

**8:00 AM - 9:00 AM      Opening Keynote with Baruti Kafele (Arena)**

**9:00 AM - 9:15 AM      Break**

**9:15 AM - 10:30 AM      Live Breakout Sessions (Select 1)**

## **EXEMPLARY LEADERSHIP: MODELING EXCELLENCE FOR SCHOOL SUCCESS**

**CORE VALUES:** EXPECT EXCELLENCE AND CARRY THE BANNER

*Jessica Cabeen*

## **THE POWER OF WORKING TOGETHER: FOSTERING COLLECTIVE TEACHER EFFICACY**

**CORE VALUES:** MERCHANT OF HOPE

*Jenni Donohoo*

*Room 124*

## **WHAT IS MY VALUE TO THE TEACHERS I SUPERVISE INSTRUCTIONALLY?**

**CORE VALUES:** CHAMPIONING FOR STUDENTS; EXPECT EXCELLENCE; MERCHANT OF HOPE; CARRY THE BANNER

*Baruti Kafele*

## **LEADING FOR CLARITY IN TODAY'S SCHOOLS**

**CORE VALUES:** CHAMPION FOR STUDENTS AND EXPECT EXCELLENCE

*Dr. Garth Larson*

**10:30 AM - 10:45 AM      Break and Networking**

**10:45 AM - 12:00 PM      Live Breakout Sessions (Select 1)**

## **EXPECT THE BEST: CULTIVATING A HIGH-PERFORMING SCHOOL CULTURE**

**CORE VALUES:** CHAMPION FOR STUDENT; EXPECT EXCELLENCE; MERCHANT OF HOPE; AND CARRY THE BANNER

*Jessica Cabeen*

## **RECALIBRATE THE CULTURE**

**CORE VALUES:** EXPECT EXCELLENCE; CARRY THE BANNER

*Jimmy Casas*

## **OVERCOMING THE ENEMIES OF EFFICACY**

**CORE VALUES:** CARRY THE BANNER

*Jenni Donohoo*

*Room 124*

# CULTURIZE 2024 INSTITUTE SCHEDULE



**September 25, 2024**

**\*All times are central\***

**10:45 AM - 12:00 PM**      **Live Breakout Sessions** (Continued)

**UNCOMPLICATING EDUCATION: FOCUSING ON WHAT MATTERS IN TODAY'S SCHOOLS**

**CORE VALUES:** CHAMPIONING FOR STUDENTS; EXPECT EXCELLENCE; MERCHANT OF HOPE; CARRY THE BANNER

*Dr. Garth Larson*

**12:00 PM - 1:30 PM**      **Lunch (On Your Own)**

**1:30 PM - 2:45 PM**      **Live Breakout Sessions** (Select 1)

**EXEMPLARY LEADERSHIP: MODELING EXCELLENCE FOR SCHOOL SUCCESS**

**CORE VALUES:** EXPECT EXCELLENCE AND CARRY THE BANNER

*Jessica Cabeen*

**MANAGING DIFFICULT SITUATIONS IN SCHOOLS WITH DIGNITY AND RESPECT**

**CORE VALUES:** CHAMPIONING FOR STUDENTS; EXPECT EXCELLENCE; MERCHANT OF HOPE; CARRY THE BANNER

*Jimmy Casas*

**THE POWER OF WORKING TOGETHER: FOSTERING COLLECTIVE TEACHER EFFICACY**

**CORE VALUES:** MERCHANT OF HOPE

*Jenni Donohoo*

**LEADING FOR CLARITY IN TODAY'S SCHOOLS**

**CORE VALUES:** CHAMPION FOR STUDENTS AND EXPECT EXCELLENCE

*Dr. Garth Larson*

**2:45 PM - 3:00 PM**      **Break and Networking**

**3:00 PM - 3:45 PM**      **Closing Keynote with Jimmy Casas**

# CULTURIZE 2024 DETAILED SCHEDULE



**September 25, 2024**

**\*All times are central\***

**7:30 AM - 8:00 AM**      **Registration and Networking**

**8:00 AM - 9:00 AM**      **Opening Keynote with Baruti Kafele**



## **KEYNOTE IS MY SCHOOL BETTER BECAUSE I LEAD IT?**

*Baruti Kafele*

Based on Principal Kafele's best-selling book, *Is My School a Better School BECAUSE I Lead It?*, Principal Kafele will challenge each principal and assistant principal to examine their own leadership identity, presence, impact, mission, purpose, vision and value as the leaders of their schools, which will include

discussions on whether or not they have in fact defined these leadership attributes within themselves. The entire workshop is highly engaging and interactive and the keynote is high-energy. It promises to inspire principals and assistant principals to think deeply and critically about their roles as leaders of their schools and whether or not their schools are better schools because they are the leaders of them. As Principal Kafele states in his opening, "My intent is to create discomfort, tension and uneasiness in the room. Inspiration lasts for a few hours. Discomfort, tension and uneasiness endure until they are corrected."

**9:00 AM - 9:15 AM**      **Break and Networking**

**9:15 AM - 10:30 AM**      **Live Breakout Sessions (Select 1)**

### **EXEMPLARY LEADERSHIP: MODELING EXCELLENCE FOR SCHOOL SUCCESS**

**CORE VALUES:** EXPECT EXCELLENCE; CARRY THE BANNER

*Jessica Cabeen*

School leaders often grapple with overwhelming schedules, making it challenging to prioritize strategic planning and school improvement efforts. This session is carefully crafted to provide leaders with actionable strategies and insights on setting and achieving goals, prioritizing tasks, and effectively engaging stakeholders amid demanding workloads. This session is designed for school leaders who aspire to amplify their leadership effectiveness amidst the challenges of busy schedules and competing priorities. Within this session, participants will develop strategies to address the nuanced demands of effective school leadership and improvement. Join us for an interactive and insightful session that will transform your leadership journey through practical goal-setting. Don't miss this opportunity to balance your demanding roles effectively and drive positive change within your school community. Elevate your leadership journey by honing these essential skills, ensuring a lasting positive impact on both personal growth and school success.

# CULTURIZE 2024 DETAILED SCHEDULE



**September 25, 2024**

**\*All times are central\***

**9:15 AM - 10:30 AM Live Breakout Sessions (Continued) (Select 1)**

## **THE POWER OF WORKING TOGETHER: FOSTERING COLLECTIVE TEACHER EFFICACY**

**CORE VALUES:** MERCHANT OF HOPE

*Jenni Donohoo*

Success in schools lies in the strength of believing that through their combined efforts, principals and their faculty can accomplish great things for the learning lives of students. Collective efficacy is about the overwhelming power that school teams have to impact change when they join together to solve problems. Collective efficacy is strong when educators believe that they are capable of helping students master complex content, fostering students' creativity, and getting students to believe they can do well in school. Expectations that they can successfully achieve their intended goals results in the confidence, resiliency, and persistence needed to overcome inequities and challenges. Many educators are asking: How do we foster a sense of collective efficacy amongst teachers to realize better outcomes for students? Information about how efficacy beliefs are formed and research-based strategies for fostering efficacy will be shared along with examples and success stories.

## **WHAT IS MY VALUE TO THE TEACHERS I SUPERVISE INSTRUCTIONALLY?**

**CORE VALUES:** CHAMPION FOR STUDENTS; EXPECT EXCELLENCE; MERCHANT OF HOPE; CARRY THE BANNER

*Baruti Kafele*

Principal Kafele contends emphatically that, "The primary purpose of the supervision of teachers is student achievement and their continued improvement of instruction!" Due to the complexities of school leadership, it is easy to be so inundated by the non-instructional aspects of the work that the instructional side of the leadership inclusive of instructional coaching suffers. When the instructional side suffers, it adversely impacts the entire school academically. To that end, in this high-engagement, self-reflective workshop, Principal Kafele will provide principals and assistant principals with strategies toward maintaining a focus on the instructional side of their leadership toward increasing the probability that teacher pedagogy will improve significantly and student achievement will soar.

## **LEADING FOR CLARITY IN TODAY'S SCHOOLS**

**CORE VALUES:** CHAMPION FOR STUDENTS; EXPECT EXCELLENCE

*Dr. Garth Larson*

The role of being an educational and instructional leader can be a daunting task in many ways. Often, school and district leaders are the go to person for discipline, attendance, parent communication, supervision of lunch, recess, and after school activities and then actually getting in and observing instruction in action, all while ensuring that ALL kids are learning at high levels within their buildings. The question however, is HOW do we accomplish that? The first step is CLARITY! Dr. Garth Larson will help leaders in this session co-construct a vision for CLARITY within their schools through multiple perspectives. In order to accomplish the mission and vision of our schools, we need to make sure that every decision we make, every communication we provide and every classroom we support, has the highest level of CLARITY within our schools. This session will provide the research on clarity, information on what clarity means through multiple perspectives and help them identify how they can more effectively Lead with CLARITY within their district's and buildings when it comes to learning. By the conclusion of this session, district and school leaders will name their CLARITY challenge and begin an action plan to ensure a higher sense of CLARITY within their schools going forward throughout the school year.

# CULTURIZE 2024 DETAILED SCHEDULE



**September 25, 2024**

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**10:30 AM - 10:45 AM Break and Networking**

**10:45 AM - 12:00 PM Live Breakout Sessions (Select 1)**

## **EXPECT THE BEST: CULTIVATING A HIGH-PERFORMING SCHOOL CULTURE.**

**CORE VALUES:** CHAMPION FOR STUDENTS; EXPECT EXCELLENCE; MERCHANT OF HOPE; CARRY THE BANNER

*Jessica Cabeen*

As leaders, you're facing unique challenges in today's ever-evolving educational world. The demands on your time are often overwhelming, making it a constant struggle to balance strategic planning, school improvement, and daily responsibilities. This session is designed to equip you with the strategies and insights you need to not just survive but thrive in your role as a school leader. Join us in this interactive and engaging session, and leave with the tools and inspiration to lead your schools with clarity, efficiency, and a profound sense of purpose. Ultimately, your newfound skills and vision will contribute to improved student outcomes and a thriving school culture. Expect nothing less than the best for yourself and your school!

## **RECALIBRATE THE CULTURE**

**CORE VALUES:** EXPECT EXCELLENCE; CARRY THE BANNER

*Jimmy Casas*

Do you leave work every night exhausted from putting out fires all day long? Are you frustrated because you find yourself dealing with the same issues time and time again? You are not alone. It is time to recalibrate. Recalibrate our why. Our work. Our values. Ourselves. Educators must explore their inner selves to understand our role in how we can impact the climate and culture of an entire campus when we are strategic and aligned in our practices. The classroom, building, and district levels must see themselves as one and must be intentional in replicating their processes, protocols, and frameworks to recalibrate and bring about system-wide change and cultivate a healthier culture. Participants will leave this session with a renewed understanding of the importance of effective processes and practical tools they can utilize immediately to cultivate a healthier culture for all school community members.

## **OVERCOMING THE ENEMIES OF EFFICACY**

**CORE VALUES:** CARRY THE BANNER

*Jenni Donohoo*

Collective teacher efficacy is a significant belief system that impacts student outcomes. According to the Visible Learning Research, it's the number one factor that matters most in raising student achievement. To ensure that collective efficacy remains strong in schools, it's important to understand what influences a team's beliefs about what they can accomplish. It's important to know what strengthens efficacy and factors that weaken it. During this session, Jenni will share five enemies of efficacy and describe ways to overcome the enemies in today's schools.

# CULTURIZE 2024 DETAILED SCHEDULE



**September 25, 2024**

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**10:45 AM - 12:00 PM**      **Live Breakout Sessions** (Continued)

**UNCOMPLICATING EDUCATION: FOCUSING ON WHAT MATTERS IN TODAY'S SCHOOLS**

**CORE VALUES:** CHAMPION FOR STUDENTS; EXPECT EXCELLENCE; MERCHANT OF HOPE; CARRY THE BANNER

*Dr. Garth Larson*

The past decade in education has been a challenge and let's face it, as educators, we have made things more complicated in schools without having a focus on what matters. During this breakout session, Dr. Garth Larson will provide a simplified pathway to excellence that schools can and should consider to make school improvement less complicated. Using Dr. Larson's 4 Pillars for impact, attendees will learn how to make reflection, connection, collaboration and clarity the primary focus for all things within their schools and buildings. These four pillars are not new to education, but they have never previously been put together in a cohesive way that leads to a strong sense of efficacy within our schools. Join Dr. Larson for a transformational session that will provide actionable strategies to uncomplicate what happens in your schools and lead to a more focused approach to teaching and learning in today's schools.

**12:00 PM - 1:30 PM**      **Lunch (On Your Own)**

**1:30 PM - 2:45 PM**      **Live Breakout Sessions** (Select 1)

**EXEMPLARY LEADERSHIP: MODELING EXCELLENCE FOR SCHOOL SUCCESS**

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**MANAGING DIFFICULT SITUATIONS IN SCHOOLS WITH DIGNITY AND RESPECT**

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*Jimmy Casas*

In schools across the country, educators at every level face delicate, challenging situations that require a high skillset and insights to produce favorable outcomes for all students and staff. In this presentation, Jimmy Casas examines a variety of difficult school-related situations, both in and out of the classroom, and provides strategies, tools, and techniques to address a variety of difficult-to-handle situations and scenarios to help students and staff emerge from missteps more self-aware, feeling valued, and able to move forward.



# CULTURIZE 2024 DETAILED SCHEDULE



**September 25, 2024**

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**1:30 PM - 2:45 PM**

**Live Breakout Sessions (Continued)**

## **THE POWER OF WORKING TOGETHER: FOSTERING COLLECTIVE TEACHER EFFICACY**

**CORE VALUES:** MERCHANT OF HOPE

*Jenni Donohoo*

Success in schools lies in the strength of believing that through their combined efforts, principals and their faculty can accomplish great things for the learning lives of students. Collective efficacy is about the overwhelming power that school teams have to impact change when they join together to solve problems. Collective efficacy is strong when educators believe that they are capable of helping students master complex content, fostering students' creativity, and getting students to believe they can do well in school. Expectations that they can successfully achieve their intended goals results in the confidence, resiliency, and persistence needed to overcome inequities and challenges. Many educators are asking: How do we foster a sense of collective efficacy amongst teachers to realize better outcomes for students? Information about how efficacy beliefs are formed and research-based strategies for fostering efficacy will be shared along with examples and success stories.

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**2:45 PM - 3:00 PM**

**Break and Networking**

# CULTURIZE 2024 DETAILED SCHEDULE



**September 25, 2024**

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**3:00 PM - 3:45 PM    Closing Keynote with Jimmy Casas**

## **IT DOESN'T TAKE A TITLE TO BE A LEADER**

### **Jimmy Casas**



The distribution of leadership within a school is essential to ensure positive change and should not be left to chance. Every staff member can lead and shape successful and sustainable reform. Jimmy draws from his expertise as an award-winning principal to model a framework for developing and growing your teachers. Learn how to give all teachers a voice to effectively build a community of leaders.

# CULTURIZE 2024 DETAILED SCHEDULE

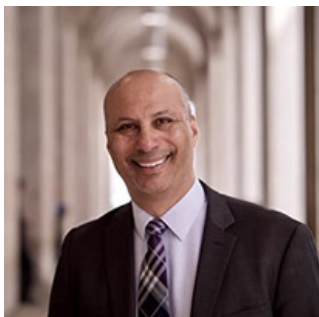


## Speaker Bios



**Jessica Cabeen** is the Principal of Alternative Educations Programs in Austin, Minnesota. Previously, she was the principal of Ellis Middle School in Austin, Minnesota, and the principal of the “Happiest Place in Southeastern Minnesota,” the Woodson Kindergarten Center. She has been an assistant middle school principal, a special education assistant director, and special education teacher. Jessica was named the 2021 ED Dive National Principal of the year, 2017 Minnesota National Distinguished Principal of the Year, and was awarded the NAESP/VINCI Digital Leader of Early Learning Award in 2016. She is a NAESP Middle Level Fellow and a Future Ready Principal. Jessica is the author of *Hacking Early Learning* and co-

author of *Balance Like a Pirate*, *Unconventional Leadership*, and *Lead with Grace: Leaning into the Soft Skills of Leadership*. She is a sought-after speaker and trainer and enjoys getting to learn and lead with other educators across the nation. Jessica enjoys connecting and growing her Professional Learning Network (PLN) on social media. She can be found on Instagram, Facebook, and Twitter @JessicaCabeen.



**Jimmy Casas** is the CEO and President of J Casas and Associates, an educational leadership company aimed at serving teachers, principals and superintendents in school districts across the United States by providing high quality, practical and meaningful coaching support. Jimmy served twenty-two years as a school leader. He is a best selling author, speaker, leadership coach, and a state and national award winning principal. Under Jimmy’s leadership, Bettendorf High School was named one of the best high schools in the country three times by Newsweek and U.S. News and World Report. Jimmy was named the 2012 Iowa Principal of the Year

and was runner-up NASSP 2013 National Principal of the Year. In 2014, Jimmy was invited to the White House to speak on the Future Ready Pledge. Finally, in 2015, he received the Bammy Award for the National Principal of the Year.



**Jenni Donohoo, PhD**, is a five-time best-selling author and professional learning facilitator with more than 25 years’ experience in leading school improvement. Jenni has multi-year partnerships with numerous organizations where she works alongside system and school leaders to improve the quality of professional learning and collaboration in schools and school districts. Jenni currently serves as the Director of the Jenni Donohoo Center for Collective Efficacy at FIRST Educational Resources. Jenni has been a keynote speaker at conferences including WorldEduLead, Raising Student Achievement, Annual Visible Learning, Corwin’s Women in Education, and

the LEAP Conference in Australia. She has also presented breakout sessions at numerous conferences and in school districts across the United States and Canada.

# CULTURIZE 2024 DETAILED SCHEDULE



## Speaker Bios



**Baruti Kafele** is a highly-regarded urban educator in New Jersey for over twenty years. Principal Kafele distinguished himself as a master teacher and a transformational school leader. As an elementary school teacher in East Orange, NJ, he was selected as the East Orange School District and Essex County Public Schools Teacher of the Year and New Jersey State Teacher of the Year finalist. As a middle and high school principal, Principal Kafele emerged as a turnaround school leader which included the turnaround of "The Mighty" Newark Tech, that went from a low-performing school in need of improvement to national recognition, including U.S. News and World Report Magazine recognizing it three times as one of America's best high schools. This

culminated in Principal Kafele receiving the coveted Milken Educator Award for his leadership. One of the most sought-after school leadership and classroom equity presenters in America, Principal Kafele is impacting America's schools. For over 35 years, he has delivered more than 3000 conference and program keynotes, professional development workshops, parenting seminars and student assemblies. In addition to writing several professional articles for popular education journals, he has authored thirteen books, including seven ASCD best sellers. His newest book, *The Assistant Principal Identity* was released in May, 2023. Principal Kafele is the creator and host of the popular AP & New Principals Academy, streamed live every Saturday morning. He is the recipient of over 150 educational, professional and community awards which include the prestigious Milken Educator Award, the National Alliance of Black School Educators Hall of Fame Award, the East Orange, NJ Hall of Fame Award, recognition as one of the World's Top 30 Education Professionals for five consecutive years (2020 - 2024) by Global Gurus Top 30, and the City of Dickinson, Texas proclaiming February 8, 1998 as Baruti Kafele Day.



Garth Larson, Ed.D is the CEO and Co-Founder of FIRST Educational Resources, an educational resources company that provides customized coaching, presentations and events for school districts throughout the globe. Garth has previously worked as the Director of Learning for the Winneconne Community School District in northeast Wisconsin, was an elementary principal in two separate buildings and started his career in education as a high school speech and English teacher. In 2011, Garth formed FIRST Educational Resources with a focus on improving student achievement across the United States. Since 2011, over 2000 school districts throughout the globe

have become partnership districts with his company. Garth and his team currently consults with school districts around the world and provides customized professional development around a variety of topics, mainly Professional Learning Communities 2.0, Learning-Centered Grading Practices, Leadership and School Improvement. Garth is also the author of *Collaborative Systems of Support: Learning for ALL*, *Grading for Impact: Raising Student Achievement through a Target-Based Assessment and Learning System* and *PLC 2.0: Collaborating for Observable Impact in Today's Schools*, *The STAGR Process Roadmap*, and *Extinguishing the Dumpster Fires of Assessment and Grading Reform*.