

CULTURIZE

Every Student. Every Day. Whatever It Takes.



NOVEMBER 4, 2004

VIRTUAL
WITH VIDEO ACCESS THROUGH
JUNE 30, 2025



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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 "Empowering Principals and Administrative Assistants."** Join us for an insightful and interactive virtual professional development session tailored for school leaders and administrative assistants. This engaging event will emphasize the critical partnership between secretaries and principals, exploring how their collaboration can significantly impact student success and nurture a culture of excellence within our schools.

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
garthefirsteducation-us.com

CULTURIZE 2024 INSTITUTE SCHEDULE



November 4, 2024

All times are central

10:00 AM - 11:45 AM ***Kickoff Session with Jimmy Casas***

This opening segment will introduce the Culturize Framework, focusing on how school leaders and administrative assistants can work together to ensure every student experiences excellence every day. We will delve into strategies and practices to build a strong partnership that champions student success and upholds high standards.

11:45 AM - 2:00 PM ***Interactive Workshop led by Jessica Cabeen***

In this interactive workshop, we will apply the principles of the Culturize Framework to real-world scenarios. Participants will engage in practical exercises and discussions aimed at enhancing collaboration, implementing effective strategies, and creating actionable plans to support student excellence. This segment will provide valuable tools and insights to help your team work seamlessly towards shared goals.

Why Attend?

- *Strengthen Collaboration:* Learn how to build a stronger partnership between secretaries and principals.
- *Champion Success for All:* Explore strategies to be a champion for all members of your school community and drive excellence within your school.
- *Carry the Banner:* Learn specific strategies to turn your main office into a sanctuary of excellence for all who visit.
- *Empower Your Team:* Equip your administrative team with practical tools and techniques to enhance their roles and impact.

CULTURIZE 2024 DETAILED SCHEDULE

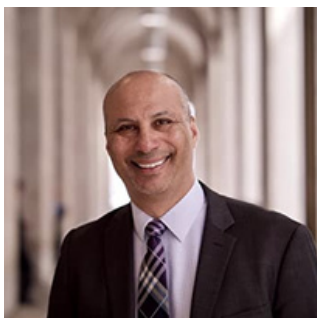


Speaker Bios



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.