



LEADERS

**CULTURIZE**  
*Institutes*

2026



SEPTEMBER 21, 2026  
CYPRESS FAIRBANKS ISD



# SCHEDULE AT A GLANCE

## Monday, September 21, 2026

7:30 - 8:00 AM Registration and Networking

8:00 - 9:00 AM Keynote with Greg Wolcott

9:00 - 9:15 AM Break

9:15 - 10:30 AM Breakout Sessions

**Jimmy Casas** (Falcons/Cougars)

**Dr. Rachel Edoho-Eket**

(Rams/Bobcat Combo)

**Meg Simon** (Panthers/Eagles)

**Greg Wolcott** (Lobo/Hub)

10:30 - 10:45 AM Break

10:45 - 12:00 PM Breakout Sessions

**Jimmy Casas** (Falcons/Cougars)

**Dr. Rachel Edoho-Eket**

(Rams/Bobcat Combo)

**Meg Simon** (Panthers/Eagles)

**Don Smith** (Lobo/Hub)

12:00 - 1:30 PM Lunch (on your own)

1:30 - 2:45 PM Breakout Sessions

**Jonathan Alsheimer**

(Falcons/Cougars)

**Dr. Rachel Edoho-Eket**

(Rams/Bobcat Combo)

**Meg Simon** (Panthers/Eagles)

**Don Smith** (Lobo/Hub)

2:45 - 3:00 PM Break

3:00 - 3:45 PM Closing Session with Jonathan Alsheimer

# CORE PRINCIPLES OF CULTURIZE

Every single day, teachers and leaders bring their best selves to work, ready to invest in their students and in their community. The Culturize Institute provides attendees with powerful tools and strategies to put the Core Principles into action. Each session of the Institute is aligned to one or more of the principles. Read about them here, and then make note of the associated icons listed with each conference session.

## CHAMPION FOR STUDENTS



Never quit on a student. When a student doesn't meet your expectations, **invest more time to understand their story.** Show compassion and empathy. When we take time to connect to their experiences, it shows we value them and their voice.

## EXPECT EXCELLENCE

What we model is what we get. **Model the behaviors you want others to emulate.** We should never ask others to do what we are not willing to do ourselves. Every school has average, but the best schools do not allow average to become the standard.



## CARRY THE BANNER



Be a positive voice at all times for your students, colleagues, and families. Do your best to **create meaningful experiences** with those whom you come in contact with so when they walk away, they speak positively about their interaction with you.

## MERCHANT OF HOPE

Believe that everyone wants to be great. No student, parent, or staff member wants to be a failure. However, there will be times when people lose their way. **Believe that you can inspire others** to be more and do more than they ever thought possible.



# SESSION DETAILS

## 2026 CULTURIZE FOR LEADERS

**CHAMPION FOR STUDENTS**

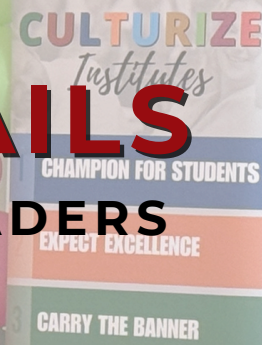
Never quit on a student. When a student doesn't adhere to your expectations, invest more time to understand their story. Show compassion and empathy. When we take time to connect to their experiences, it shows we value them and their voice.

**EXPECT EXCELLENCE**

When we model it, when we get it. Model the behaviors you want others to emulate. We should never ask others to do what we are not willing to do ourselves. Every school has averages, but the best schools do not allow averages to become the standard.

**CARRY THE BANNER**

Be a positive voice at all times for your students, colleagues, and community. Do your best to create meaningful experiences with everyone you come in contact with when they walk down



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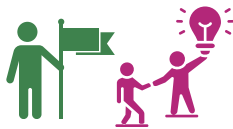


**7:30 - 8:00 AM**

**Registration and Networking**

**8:00 - 9:00 AM**

**Opening Keynote with Greg Wolcott**



**Built to Survive, Designed to Learn: The Neuroscience Behind Behavior, Learning, and the Schools We Actually Want**

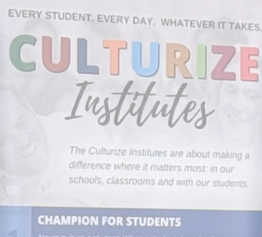


Every behavior showing up in your building is the brain doing exactly what it was built to do. Which means the leaders who understand the brain stop reacting — and start leading with intention. In this opening keynote, educational consultant and author Greg Wolcott unpacks the Human Behavior and Learning Continuum (HBLC) to hand school leaders a permanent reframe: a science-grounded lens that transforms how you read behavior, close learning gaps, support struggling students and staff, and build a school where growth isn't left to chance — it's built into the design. You won't just leave thinking differently. You'll leave with concrete strategies and a clear action framework you can bring back to your building and put to work immediately — because understanding the science is only the beginning. Knowing what to do with it is where real leadership lives.



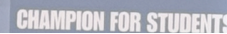
**9:00 - 9:15 AM**

**BREAK AND NETWORKING**



# SESSION DETAILS

## 2026 CULTURIZE FOR LEADERS



Monday  
SEPTEMBER 21, 2026

9:15 - 10:30 AM

**Breakout Sessions**



### **From Student Voice to Ideas to Collective Impact**

*Jimmy Casas*

*Falcons/  
Cougars*

What happens when principals move beyond listening to students and begin leading with them? This session focuses on how school leaders and staff can intentionally partner with ALL students to turn their insights into meaningful, schoolwide impact. Participants will walk away with strategies to help create structures that elevate students' voice and empower them to identify challenges across academics, policy, facilities, and school culture, where students are not just heard, but empowered to turn ideas into action and leave a lasting legacy.



### **Engaging Students and Families to Maximize Achievement**

*Dr. Rachel Edoho-Eket*

*Rams/  
Bobcat*

Strong family-school partnerships are the foundation of student success. This interactive session explores practical, research-based strategies that help educators and administrators build meaningful connections with students and their families relying on connections that directly impact motivation, engagement, and academic growth.

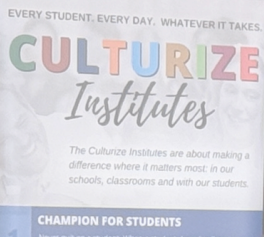


### **Mastering the Master Schedule: Unlocking Time to Transform the School Experience**

*Meg Simon*

*Panthers/  
Eagles*

The master schedule is the most powerful and often underutilized tool in a school. It shapes every experience, from instruction and intervention to culture and collaboration. In this session, you'll learn how to rethink staffing, time and resources to create a more responsive, inclusive, and student-centered schedule. We'll explore a practical, proven process for designing schedules that prioritize flexibility, elevate student voice, and support meaningful learning for all. Walk away with clear strategies to align your "why" with a purposeful "how," so your schedule becomes a driver of innovation, rather than a barrier to it



# SESSION DETAILS

## 2026 CULTURIZE FOR LEADERS



Monday  
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9:15 - 10:30 AM

**Breakout Sessions (Continued)**



**Behavior Problem. Belonging Problem. Or Both?**

**Greg Wolcott**

*Lobel Hub*

What the neuroscience of connection reveals about why students disengage, why interventions stall — and what leaders can actually do about it. You already know relationships matter. Every leader in every school does. So why are the same students still disengaging? Why do the same behaviors keep escalating? Why do the interventions that should be working- not work? Here's the uncomfortable answer the science keeps pointing to: most schools are trying to fix behavior without addressing the brain condition that's driving it. When a student doesn't feel safe, seen, or connected — to a teacher, to peers, to the building itself — their brain is not in a state where learning or behavioral regulation is even neurologically possible. No curriculum, no consequence, no program can override that. This session is for leaders who are ready to stop managing symptoms and start building the relational conditions that change what's actually possible in their schools — with concrete, leader-specific strategies to do it.



10:30 - 10:45 AM

**BREAK AND NETWORKING**

10:45 - 12:00 PM

**Breakout Sessions**

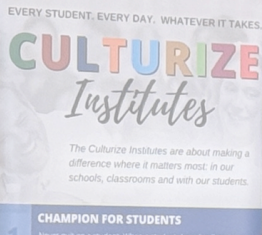


**The Confidence to Lead**

**Don Smith**

*Lobel Hub*

Collective teacher efficacy remains at the top of the list of influences that impact student achievement. Recent research has shown that a Principal's sense of leadership efficacy influences collective teacher efficacy, as well as student achievement. This workshop is designed to delve into the research, identify ways to foster Principal efficacy, and leverage it to maximize collective teacher efficacy and student achievement.



# SESSION DETAILS

## 2026 CULTURIZE FOR LEADERS



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



### **From Student Voice to Ideas to Collective Impact**

**Jimmy Casas**

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What happens when principals move beyond listening to students and begin leading with them? This session focuses on how school leaders and staff can intentionally partner with ALL students to turn their insights into meaningful, schoolwide impact. Participants will walk away with strategies to help create structures that elevate students' voice and empower them to identify challenges across academics, policy, facilities, and school culture, where students are not just heard, but empowered to turn ideas into action and leave a lasting legacy.



### **Cementing Your Leadership Legacy: Strategies to Magnify Your Mentorship Impact**

**Dr. Rachel Edoho-Eket**

*Rams/  
Bobcat*

As leaders, we are charged with motivating new leaders to carry forward this critical work. A highly skilled leadership mentor can provide critical guidance, experiences, and support for aspiring leaders who are looking to transition into higher leadership roles. Mentors can also offer valuable insights and advice based on their own experiences, can help mentees navigate the challenges of the position, and act as a sounding board for ideas by providing feedback and constructive criticism. Leadership mentors are an exceptional asset for anyone looking to grow as a leader. In this session, participants will learn strategies to increase their influence as powerful mentors to their assistant principals or other aspiring leaders in the building.

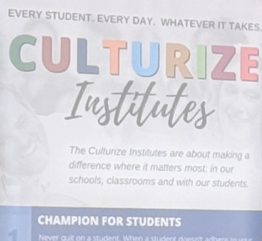


### **Mastering the Master Schedule: Unlocking Time to Transform the School Experience**

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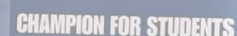
*Panthers/  
Eagles*

Burnout does not always look like collapse; sometimes it looks like success on the outside and quiet depletion on the inside. In this session, participants will explore how relentless hustle, high expectations, and constant responsibility can erode well-being and leadership effectiveness. Through a candid and reflective leadership story, attendees will examine the warning signs of burnout, identify the personal and professional pressures that intensify it, and consider actionable steps for restoring balance. Participants will leave with practical approaches for protecting their peace, strengthening support systems, and reconnecting to purpose in ways that sustain both leadership and well-being.



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## 2026 CULTURIZE FOR LEADERS



Monday  
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12:00 - 1:30  
LUNCH ON YOUR OWN

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



**Taking Leadership to the NEXT LEVEL**

**Jonathan Alsheimer**

*Falcons/  
Cougars*

Designed specifically for school leadership teams, this dynamic breakout session focuses on transforming school culture through impactful instruction, intentional lesson design, and authentic student engagement. School leaders will explore tangible strategies for building a district or schoolwide “living playbook” of engaging lesson ideas and activities by leveraging the incredible practices already happening within their own buildings.



**Mastering the Master Schedule: Unlocking Time to Transform the School Experience**

**Meg Simon**

*Panthers/  
Eagles*

The master schedule is the most powerful and often underutilized tool in a school. It shapes every experience, from instruction and intervention to culture and collaboration. In this session, you’ll learn how to rethink staffing, time and resources to create a more responsive, inclusive, and student-centered schedule. We’ll explore a practical, proven process for designing schedules that prioritize flexibility, elevate student voice, and support meaningful learning for all. Walk away with clear strategies to align your “why” with a purposeful “how,” so your schedule becomes a driver of innovation, rather than a barrier to it.

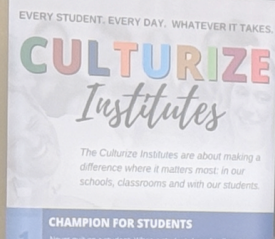


**Engaging Students and Families to Maximize Achievement**

**Dr. Rachel Edoho-Eket**

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## 2026 CULTURIZE FOR LEADERS

CHAMPION FOR STUDENTS

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

**Breakout Sessions (Continued)**



### **Leading Collective Efficacy in Schools**

**Don Smith**

*Loyal Hub*

Principals play a critical role in building collective efficacy by creating the conditions where educators believe, together, that their work can positively impact student learning. This requires more than encouraging collaboration. Around the world, collective efficacy is often misunderstood as teamwork, positivity, or simply having a strong school culture. In reality, few educators have had the opportunity to deeply understand what collective efficacy is, how it develops, and what leaders can do to cultivate it intentionally.



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

**BREAK AND NETWORKING**

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

### **Closing Keynote with Jonathan Alsheimer**



#### **Next Level Leadership**



Join best-selling author, educator, and nationally recognized speaker Jonathan Alsheimer for a high-energy leadership message focused on building school cultures that inspire both students and staff. Through powerful storytelling, practical strategies, and real-world leadership examples, participants will explore how authentic relationships, engaging instruction, and leading by example can transform classrooms, teams, and entire school communities. School leaders will leave motivated, energized, and equipped with actionable ideas they can immediately implement to elevate culture, motivate staff and students, strengthen collaboration, and take leadership to the next level.

# PRESENTER INFORMATION

## 2026 CULTURIZE FOR LEADERS

### Keynote SPEAKERS



**Jonathan  
Alsheimer**

Jonathan Alsheimer is a best-selling author of *Next Level Teaching* and *School of Engagement*, nationally recognized speaker, and passionate educator known for his high-energy, game-changing approach to student engagement, school culture, and leadership. A former teacher and school leader in northern Virginia, Jonathan worked at the world-renowned Fred Lynn Middle School featured in the documentary *Relentless: Chasing Accreditation*. Jonathan has inspired audiences across the country through powerful storytelling, practical strategies, and partnerships with organizations, celebrities, and athletes including UFC fighter and TV analyst Paul Felder. Featured on NBC News, USA Channel 9, and the Saturday Morning Show for creating the national give-back movement “A Rae of Hope,” Jonathan challenges educators and leaders to break through limitations, lead with passion, and take their impact to the next level.



**Greg  
Wolcott**

Greg Wolcott is a best-selling author, keynote speaker, educational trainer, and a practicing Assistant Superintendent for Teaching and Learning. Drawing on cutting-edge research across psychology, neuroscience, and education, Greg delivers groundbreaking professional development that empowers educators to excel beyond expectations. His dynamic, evidence-based approach has inspired schools throughout North America to reimagine what's possible in the classroom. Leveraging his profound understanding of the intersection between emotions and learning, Greg guides educators in creating environments where every student flourishes. Through an artful blend of neuroscience and practical pedagogy, he transforms both teaching practice and student achievement. Greg's engaging sessions translate complex research into immediate, high-impact strategies for the classroom. His unique ability to bridge science and practice equips teachers with proven approaches that drive meaningful change. Educators leave Greg's sessions with concrete tools and renewed confidence, leading to measurable improvements in student engagement, well-being, and academic success - building brighter futures for all learners.

# PRESENTER INFORMATION

## 2026 CULTURIZE FOR LEADERS

### *Breakout* SPEAKERS



**Jimmy  
Casas**

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.



**Rachel  
Edoho-Eket**

Rachel Edoho-Eket is a wife, mother, principal, TEDx speaker, author, and the President of the Maryland Association of Elementary School Principals. With decades as a teacher and leader in public education, she has earned the reputation as a strong instructional leader, passionate educational advocate, and dedicated mentor. As the Principal of a National Blue Ribbon school in Maryland, she is a life-long learner who strives for excellence not only for herself, but also for everyone she serves. She also serves as an adjunct professor at McDaniel College helping to support the personal and professional growth of aspiring and current school leaders, and is an ASCD faculty member.

Named as one of the Top 100 Influencers in Education by District Administration magazine, Dr. Edoho-Eket's belief in fostering meaningful relationships serves as the foundation for everything she does, and her highly effective teaching and leadership style continues to inspire up and coming aspiring teacher leaders. During her educational career, she has proudly served as a classroom teacher, instructional team leader, mentor teacher, Assistant Principal, and Principal. Her first best-selling book, "The Principal's Journey: Navigating the Path to School Leadership" provides a helpful and practical blueprint for educators to follow as they transition into new leadership roles. Her second bestselling book, "Relational Intelligence: The Key to Exceptional School Leadership" centers on the importance of trusting and authentic relationships as the driver of school success. Dr. Edoho-Eket holds a B.S. in Early Childhood and Elementary Education from Temple University, a M.S. in Curriculum and Instruction from McDaniel College, and a Doctorate in Leadership and Professional Practice from Trevecca Nazarene University.

# PRESENTER INFORMATION

## 2026 CULTURIZE FOR LEADERS

### *Breakout* SPEAKERS



**Meg Simon**

Bold, dynamic, and unapologetically authentic, Meg Simon is redefining what leadership looks like in education. As the youngest female principal in the history of Findlay High School, she is a trailblazer and role model for aspiring women leaders. Named to the region's Top 20 Under 40 and honored as Ohio's Assistant Principal of the Year in 2020, Meg's career reflects her unwavering commitment to excellence, connection, and impact. A wife, mother of two young boys, former Division I athlete, coach, and educator, Meg blends the discipline of competition, the empathy of a teacher, and the vision of a leader as she guides both middle and high school communities. Relatable, inspiring, and driven, Meg embodies the essence of leading courageously with heart—offering leaders a voice they can connect with and draw strength from.



**Don Smith**

Don Smith has 20 years of professional experience in public schools. Don previously served as the Director of Teaching and Learning for the Winneconne Community School District, in Wisconsin. Prior to that, Don was the Director of Teaching and Learning in the School District of Waupaca. Don also served as the Principal at Fond du Lac STEM Academy and Fond du Lac STEM Institute, as well as the District Assessment Coordinator for the Fond du Lac Area School District (WI). Don is a co-author of the best selling book, *Extinguishing the Fires of Assessment and Grading Reform*, as well as a co-author of the laminated guide, *Leveraging the Block Schedule for Student Learning Growth*. Don continually leads professional development sessions centered on research based practices in instruction, assessment and grading. In 2022, Don began working full time with FIRST Educational Resources.