



2023

south carolina school boards association
annual convention
february 17-19

Mark your calendars and make
plans to attend the
**South Carolina
School Boards Association's
Annual Convention!**

The largest training event of the
year will bring together outstanding
experts and practitioners in
school board governance,
communications and leadership.

general information

New Board Orientation **Thursday, February 16**

SCSBA's interactive learning experience for newly elected or appointed board members provides essential skill-building presentations and a better understanding of the roles and responsibilities of school boards. Held from 8 a.m. to 4 p.m., the orientation is open to SCSBA members only and features a proven and praised lineup of topics from ethics and decision-making to financial oversight and basic regulations. Participants can comply with the state law requiring new board members to complete new board training free-of-charge and extend their stay to enjoy additional training during the Annual Convention. All other SCSBA members are welcome to attend for \$100 per person, which includes lunch.

Board Chair Workshop **Thursday, February 16**

Gain practical skills to effectively lead and manage at SCSBA's annual leadership session specifically for experienced and new board chairs. Held from 8 a.m. to 4 p.m., the workshop focuses on the specific roles, responsibilities and skills needed to address the demanding issues that come with the top job. It is open to superintendents and other interested board members as well. The registration fee, which includes lunch, is \$160 for SCSBA members only.

General sessions, breakout sessions

From the general session keynote speakers to breakout sessions, this year's convention features information on advocacy efforts, community engagement, education innovation, equity in education, making sound board decisions, school board governance and more.

Dress code

The dress code throughout the convention is casual. Dressing in layers is recommended, as some meeting rooms may be a little cool.

Trade show

Take home a wealth of ideas and product information from more than 60 exhibitors, including architectural firms, food service providers, suppliers of instructional materials and more. Trade show hours are Friday, 7:30 - 11 a.m. and 12:15 - 3:30 p.m. and Saturday, 7:30 - 11:30 a.m. For a list of vendors who will be in attendance, visit the Annual Convention web page, scsba.org/annual-convention.

Student performances

Various student performance groups will display their talents virtually throughout the convention. Those scheduled to perform include: The Blythewood High School Steel Band, Richland County School District Two; Darlington's Total Package Jazz Band, Darlington County School District; The Madrigals, Oconee County School District; and The Socastee High School Jazz Band, Horry County School District.

Saturday evening reception

Before heading out on the town for dinner, join colleagues, convention speakers and SCSBA staff from 5 - 6:30 p.m. for a networking reception including heavy hors d'oeuvres and entertainment.

NOTE: Each convention registration includes one Saturday evening reception admission. Registered attendees must wear their name badge for admittance to the reception. Wristbands for guests are available for \$45 each and must be reserved through your board secretary at the time of the Annual Convention registration.

Registration

The registration fee through January 19, 2023, is \$300 per SCSBA member. The fee includes one admission for the Saturday evening reception. Cancellations and registrations after the deadline will be charged an additional \$25.

To prevent duplicate registrations, invoicing and credit card charges, SCSBA's online conference registration process is as follows:

- School board members must register through their board secretary
- All others may register by clicking on the "register now" link at scsba.org/annual-convention

For more information, contact Gwen Hampton at ghampton@scsba.org or 803.988.0251.

Cancellations

Cancellations must be made in writing and emailed to Gwen Hampton by January 19, 2023. Cancellations and registrations after the deadline will be charged an additional \$25.

Boardmanship Institute credit

- New Board Orientation: 5 points, 5 hours
- Board Chair Workshop: 10 points, 5 hours
- Annual Convention: 15 points, 14 hours

Convention hotel

The Hilton Head Marriott is located at 1 Hotel Circle on Hilton Head Island. A nightly room rate of \$149, single or double, plus taxes and fees, is available through January 19, or when the room block is full, whichever comes first. Hotel reservations will be accepted by emailing the appropriate forms. The reservation process, including instructions and forms, is available at scsba.org.

Complimentary breakfast for two

Attendees staying in the Hilton Head Marriott in the SCSBA contracted room block will receive a complimentary full breakfast for two beginning at 6 a.m. on Friday, Saturday and Sunday in the Sabal Palm Ballroom.

NOTE: *Complimentary breakfast is for those with reservations within the SCSBA block of rooms only.*

Directions

Directions from I-95 South: Take SC Exit 8 (North and South), Highway 278, follow the sign to Hilton Head and continue on Highway 278, approximately 18 miles to the bridge, stay to the right for the business district and go another eight miles to Palmetto Dunes Resort. Turn left at the Palmetto Dunes traffic light. The Marriott is located one mile inside Palmetto Dunes. Turn left before the guard gate.

Be sure to check scsba.org regularly for the latest convention details, including speaker information and a list of exhibitors.

pre-convention programs

New Board Orientation

This day-long, interactive session, open to SCSBA members only, features information on the roles and responsibilities of school boards and board members. There is no cost for newly elected or appointed board members. For all other SCSBA members, the fee is \$100, which includes lunch.

Thursday, February 16

8 - 8:30 a.m.

Registration and beverage break

● Co-sponsored by White & Story, LLC

8:30 - 9 a.m.

Welcome and purpose

Scott T. Price, SCSBA Executive Director

About SCSBA

Gail Hughes, SCSBA President, Dorchester County School District Two

9 - 10 a.m.

Understanding roles and responsibilities

- Setting the vision
- Establishing the structure and environment
- Identifying accountability measures and monitoring progress
- Being an advocate for schools and students
- Fostering positive board/superintendent relationships
- Adhering to a code of ethics

Elizabeth Branham, Esquire, SCSBA Past President, Lexington School District Two

10 - 10:15 a.m.

Beverage break

● Co-sponsored by White & Story, LLC

10:15 - 11:15 a.m.

School Board Ethics

In this session, you will get an overview of the Ethics Reform Act with an emphasis on the rules of conduct for new school board members.

Alex Sherard, Senior Associate, White & Story, LLC

11:15 a.m. - 12:15 p.m.

School Finance 101

Come hear a review of the revenue sources available to school districts with an emphasis on local and state funding. We will discuss property taxes, the Education Finance Act and other issues currently impacting the funding of education in South Carolina.

Mellanie Jinnette, Former Chief Financial Officer, Chester County School District

12:15 - 1:15 p.m.

Lunch (included in registration)

● Co-sponsored by McMillan Pazdan Smith Architecture

1:30 - 2:30 p.m.

The South Carolina Freedom of Information Act

Join us for a review of the basic requirements of South Carolina's FOIA, focusing on school board obligations regarding board meetings and the disclosure of public records.

Kathryn L. Mahoney, Esquire, Halligan Mahoney & Williams, P.A.

Vernie L. Williams, Esquire, Halligan Mahoney & Williams, P.A.

2:30 - 2:45 p.m.

Beverage break

● Co-sponsored by White & Story, LLC

2:45 - 4 p.m.

Welcome to Section B: An Introduction to School Board Governance and Operations Policies

This session will provide an overview of the policies that establish the board's internal operating procedures. Attendees will review important B Section policies to better understand their roles and responsibilities as new board members.

Stephanie Lawrence, *Esquire, SCSBA General Counsel, Director of Policy & Legal Services*

Board Chair Workshop

Learn about the chair's leadership role through skill-building sessions. Attendance may require a room reservation for Wednesday night. The registration fee for SCSBA members is \$160 and includes lunch. Registration is for SCSBA members only.

Thursday, February 16

8 - 8:30 a.m.

Registration and beverage break

● *Co-sponsored by White & Story, LLC*

8:30 - 9 a.m.

Welcome and purpose

Michele Branning, *SCSBA President-elect, Fort Mill Schools*

9 a.m. - 2 p.m.

From Conflict to Conversation: Intensive Workshop

How are you moving your community "From Conflict to Conversation?" What is the environment? What responsibilities/challenges are you facing? To what do you aspire? In advance of his conference-opening, keynote Matt Lehrman offers a practical deep dive into the skills and strategies of civility and community leadership. This is ideal for both new and experienced school board leaders (both elected and staff) as it offers the opportunity to "wear your heart on your sleeve" about how to engage more people and gather agreement around whatever you hope to accomplish in your community.

Matt Lehrman, *Managing Director, Social Prosperity Partners*

10 - 10:15 a.m.

Beverage break

● *Co-sponsored by White & Story, LLC*

10:15 a.m. - 12:15 p.m.

(Matt Lehrman, *Managing Director, Social Prosperity Partners continued)*

12:15 - 1:15 p.m.

Lunch (included in registration)

● *Co-sponsored by McMillan Pazdan Smith*

1:15 - 2:30 p.m.

(Matt Lehrman, *Managing Director, Social Prosperity Partners continued)*

2:30 - 2:45 p.m.

Beverage break

● *Co-sponsored by White & Story, LLC*

2:45 - 4 p.m.

Changing the Narrative:

A Focus on Strength-Based Engagement

This interactive session is designed to draw from earlier learning experiences and help board members demonstrate their ability to strategically incorporate what they have learned in real-life interactions.

Kimberly Eichelberger-Searcy, *LCSW, LISW-CP, The BellaRey Center*

2023 annual convention

Thursday, February 16

4:30 - 7 p.m.

Convention Registration

Friday, February 17

7:30 - 8:30 a.m.

Beverage break

● Co-sponsored by Allspring Global Investments & Wells Fargo

7:30 a.m. - 4:30 p.m.

Registration

7:30 - 11 a.m.

Trade show

8:30 - 10 a.m.

First general session

● Co-sponsored by Halligan Mahoney & Williams, P.A.

Welcome

Gail Hughes, SCSBA President, Dorchester School District Two

Pledge of Allegiance

Introduction of SCSBA Board of Directors

Student performance

Blythewood High School Steel Band, Richland County School District Two

From Conflict to Conversation

Matt Lehrman, Managing Director of Social Prosperity Partners

10 - 11 a.m.

Refreshment break

● Co-sponsored by ABM – Education Services and Building Solutions

11 a.m. - 12:15 p.m.

Breakout Sessions (Choose one of three topics.)

12:15 - 1:30 p.m.

Lunch on your own - For your convenience, grab-and-go lunch will be available in the foyer and can be purchased with cash, credit card or room charges. Marriott restaurants will also be open.

12:15 - 3:30 p.m.

Trade show

1:30 - 2:30 p.m.

Breakout Sessions (Choose one of three topics.)

2:30 - 3 p.m.

Refreshment break

● Co-sponsored by TBD

3 - 4 p.m.

Breakout sessions (Choose one of three topics.)

Saturday, February 18

7:30 - 8:30 a.m.

Beverage break

● Co-sponsored by Duff Freeman Lyon, LLC

7:30 a.m. - 3 p.m.

Registration

7:30 - 11:30 a.m.

Trade show

8:30 - 10:30 a.m.

Second general session

● *Co-sponsored by TBD*

Welcome and introductions

Michele Branning, *SCSBA President-elect, Fort Mill Schools*

Student performance

Darlington's Total Package Jazz Band, *Darlington County School District*

Recognition of SCSBA past presidents

Greetings from the South Carolina Superintendent of Education

Ellen Weaver, *State Superintendent of Education*

Recognition of SCSBA President's Club sponsors

Introduction of Speakers

Education Alert: Gale Force Demographic Wind Gusts Ahead!

Dr. Jim Johnson, *Distinguished Professor of Strategy and Entrepreneurship and Director, Urban Investment Strategies Center*

10:30 - 11:30 a.m.

Refreshment break and vendor door prizes

● *Co-sponsored by TBD*

11:30 a.m. - 12:30 p.m.

Breakout sessions (Choose one of three topics.)

12:30 - 2 p.m.

Lunch on your own - *For your convenience, grab-and-go lunch will be available in the foyer and can be purchased with cash, credit card or room charges. Marriott restaurants will also be open.*

2 - 3 p.m.

Breakout sessions (Choose one of three topics.)

3:15 - 4:15 p.m.

S.C. Caucus of Black School Board Members meeting

(Open to all convention participants.)

5 - 6:30 p.m.

Evening reception

● *Co-sponsored by Burr Forman*

Sunday, February 19

7:30 - 8:30 a.m.

Beverage break

● *Co-sponsored by TBD*

7:30 a.m. - 12 p.m.

Registration

8:30 - 11:30 a.m.

Closing general session

● *Co-sponsored by Boykin & Davis*

Welcome

Charles Govan, *SCSBA Treasurer/Secretary, Darlington County School District*

Student performance

Socastee High School Jazz Band, *Horry County School District*

Recognition of SCSBA Boardmanship Institute Level 6

recipients (Level 6 is the highest level of Boardmanship Institute recognition.)

Greetings from the 2023 SCASA Superintendent of the Year

Dr. Marcella Shaw, *Barnwell County School District, South Carolina Superintendent of the Year*

Greetings from the 2023 South Carolina Teacher of the Year

Deion Jamison, *English Teacher, Legacy Early College, South Carolina Public Charter School District*

Student performance

Madrigals, *Oconee County School District*

Motivation by Chocolate

Denise Ryan, *Motivational Keynote Speaker, Firestar Speaking*

featured speakers

Matt Lehrman

Managing Director, Social Prosperity Partners

Matt Lehrman is the co-founder and managing director of Social Prosperity Partners, an Arizona-based consulting firm dedicated to the proposition that *"Where people work together courageously, their potential is unlimited."* Matt's passion and expertise is facilitating the strategic deliberations of boards of directors, governance councils and management teams, while gathering input and consensus from their various constituencies (i.e., customers, members, residents, audiences, donors, alumni and the general public).



Matt Lehrman

Matt was the founder and long-time executive director of the pioneering audience development collaboration of Arizona's arts and cultural sector known as Alliance for Audience and ShowUp.com. Matt later served as interim managing director of Arizona Theatre Company. His career started as a lobbyist for the real estate industry in Washington, DC before he pulled up stakes and moved to Arizona as a newlywed in 1988 and served as director of sales and marketing for a community bank.

When not facilitating other peoples' conversations, Matt delivers inspiring keynotes and teaches substantive workshops nationally on topics of consensus building, public dialogue, fundraising and loyalty and customer engagement. His podcast, Tell Me More...

is a forum for "courageous conversations" among people who disagree on political topics and social issues - and is available on Apple, Spotify and all other podcast platforms.

Dr. Jim Johnson

Distinguished Professor of Strategy and Entrepreneurship and Director, Urban Investment Strategies Center

James H. Johnson Jr. is the William R. Kenan Jr.

Distinguished Professor of Strategy and Entrepreneurship in the Kenan-Flagler Business School and director of the Urban Investment Strategies Center in the Frank Hawkins Kenan Institute of Private Enterprise at the University of North Carolina at Chapel Hill. His research interests include community and economic development, the effects of demographic changes on the U.S. workplace, interethnic minority conflict in advanced industrial societies, poverty and public policy in urban America and workforce diversity issues. He has published more than 100 scholarly research articles and three research monographs and has co-edited four theme issues of scholarly journals on these and related topics. Currently, he is researching strategies to combat hyper-segregation, persistent and concentrated poverty and



Dr. Jim Johnson

gentrification-induced residential and economic dislocations in U.S. cities. His work includes gentrifying cities to develop roadmaps for inclusive and equitable economic development that creates shared prosperity. Fast Company profiled him in "Hopes and Dreams," the biannual magazine of Phoenix Children's Foundation. He received a doctorate degree from Michigan State University, a master's from the University of Wisconsin at Madison and a bachelor's from North Carolina Central University.

Denise Ryan

Motivational Speaker, Firestar Speaking

Raleigh, N.C.-based professional speaker Denise Ryan is a motivational pyromaniac. Her infectious energy, humor and enthusiasm will set a room ablaze. A magna cum laude graduate of the University of South Carolina with a master's degree in business, what she really specializes in is lighting fires. After earning millions for clients in the corporate world, Denise realized she had a talent for firing people up. She turned this gift into FireStar, a company specializing in enthusiasm. Twenty years later, Denise motivates and energizes audiences across the US and Canada at conferences, virtual events and annual meetings. Her engaging delivery partnered with her business savvy and humor leave audiences not only laughing, but with actionable tips.

Not your typical "motivational speaker," Denise is genuine and real. But also highly skilled – she holds the title of Certified Speaking Professional (CSP), a designation awarded to fewer than 10 percent of professional speakers. She is also a certified Financial Education Instructor and Health Coach. She is an author, keynote speaker and most notably, a fire starter extraordinaire. FireStar's unique programs are relevant, uplifting and informative, addressing workplace issues such as dealing with change, effective communication, staying motivated and motivating others. Denise's infectious enthusiasm motivates the unmotivated and challenges the challenged. Consider yourself warned: FireStar programs are five-alarm scorchers.



Denise Ryan

upcoming conferences

April 19, 2023

Day at the Capitol

Columbia, SC

June 9, 2023

New Board Orientation, Make-up

Columbia, SC

August 26-27, 2023

School Law Conference

Greenville, SC

September 14, 2023

Administrative Professionals Workshop

Columbia, SC

October 12, 2023

Beyond the Basics

Columbia, SC

December 2-3, 2023

Legislative Advocacy & Delegate Assembly

Charleston, SC

#scsba2023ac

facebook.com/scsba
twitter.com/scsba
instagram.com/thescsba

student performers



Closing General Session

Madrigals, Oconee County School District



First General Session

Blythewood High School Steel Band, Richland County School District Two



Closing General Session

Socastee High School Jazz Band, Horry County School District



Second General Session

Darlington's Total Package Jazz Band, Darlington County School District



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