

# THE IMPORTANCE OF GOVERNANCE LEADERSHIP

Functioning effectively as trustees and participating with the superintendent as productive members of the district's governance team are critical to the success of our schools. CSBA has designed an educational opportunity that defines the roles and responsibilities of school boards and provides district governance teams with the tools to keep all efforts focused on student learning.

Masters  
In Governance  
PROGRAM



California School Boards Association  
P.O. Box 1660, 3100 Beacon Boulevard  
West Sacramento, CA 95691-1660

Non-Profit  
U.S. Postage  
PAID  
Sacramento, CA  
Permit #2097



We're in it for the kids.

## C2000 Comprehensive continuing education for school trustees and superintendents



Community Leadership  
October 13, Irvine  
October 20, Sacramento

Masters  
In Governance  
PROGRAM



# COMMUNITY LEADERSHIP

## ATTEND THIS SESSION AND...

- Understand the board's community leadership role
- Establish effective community relations
- Understand the importance of a communication plan as well as its components
- Establish sound media relations and practices
- Enhance your communication skills
- Engage in effective governmental relations and advocacy efforts

## COURSE SCHEDULE:

### October 13 — Irvine

8:00 a.m. Registration Opens  
8:30 a.m. - 4:30 p.m. Training Session

### October 20 — Sacramento

8:00 a.m. Registration Opens  
8:30 a.m. - 4:30 p.m. Training Session


Masters  
In Governance  
PROGRAM





## CSBA GOVERNANCE LEADERSHIP

### Community Leadership

(Masters in Governance participants must attend this session.)

 **Register by mail:**  
CSBA, c/o US Bank, P.O. Box 15546,  
Sacramento, CA 95852-1546

 **Register by phone:**  
with purchase order or Visa/Mastercard/  
American Express number. (800) 266-3382, ext. 14

 **Register by FAX:**  
with purchase order or Visa/Mastercard/  
American Express number. (916) 371-3407

 **Register online:**  
www.csba.org

NAME/TITLE \_\_\_\_\_

DISTRICT/COUNTY OFFICE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZIP \_\_\_\_\_ PHONE \_\_\_\_\_

**Will attend Irvine, October 13**

**Will attend Sacramento, October 20**

### Registration Fee (includes materials and refreshments)

- **Community Leadership** — \$165 CSBA Member\*
- Check here if enrolled in the **Masters in Governance Program**

**Amount Enclosed:** \$ \_\_\_\_\_

P.O./VISA/MASTERCARD/AMERICAN EXPRESS # \_\_\_\_\_

EXP. DATE \_\_\_\_\_

\*Individual board members and district/county office employees are considered members of CSBA if their district/county office is a member of CSBA.

There is an additional \$10 fee for all on-site registrations. The pre-registration fee is effective one week prior to the conference. Due to our accounting procedures, it will be necessary to process any registration received after that time as an on-site registration.

**NOTE:** Cancellations must be received in writing one week prior to the date of the conference. There will be a \$40 cancellation fee after the one-week deadline.

**No refunds for no-shows.**

## CSBA COMMUNITY LEADERSHIP

### Mail, phone or FAX to:

Hyatt Regency Irvine  
ATTN: Reservations  
17900 Jamboree Blvd.  
Irvine, CA 92714  
(949) 975-1234  
FAX (949) 852-1574

### Mail, phone or FAX to:

Hyatt Regency Sacramento  
ATTN: Reservations  
1209 L St.  
Sacramento, CA 95814  
(916) 443-1234  
FAX (916) 321-3799

### California School Boards Association

ORGANIZATION \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

ARRIVAL (DATE & TIME) \_\_\_\_\_

DEPARTURE (DATE & TIME) \_\_\_\_\_

Please make your reservation early. Your accommodations will be secured at the special group rate, if rooms are still available in the block of rooms the group has negotiated. After the cutoff date rooms will be provided on a space available basis only and the special group rate may not be available. Cut-off dates: Irvine, September 21 and Sacramento, September 28.

### Conference Rate:

**\$119 single/\$144 double** — Irvine • Hyatt Regency Irvine

**\$139 single/\$164 double** — Sacramento • Hyatt Regency Sacramento

To guarantee arrival by credit card, please provide the following information:

CARD TYPE & NUMBER \_\_\_\_\_

EXP. DATE \_\_\_\_\_

# THE IMPORTANCE OF GOVERNANCE LEADERSHIP

Functioning effectively as trustees and

participating with the superintendent

as productive members of the district's

governance team are critical to the

success of our schools. CSBA has

designed an educational opportunity

that defines the roles and responsibilities

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P.O. Box 1660, 3100 Beacon Boulevard  
West Sacramento, CA 95691-1660



 **CSBA** California School Boards Association



**2000**  
Comprehensive continuing  
education for school trustees and  
superintendents

Governance Leadership: Policy  
April 28, Costa Mesa  
May 19, Sacramento

Governance Leadership: Collective Bargaining  
April 29, Costa Mesa  
May 20, Sacramento

**GOVERNANCE LEADERSHIP: POLICY**

Your district's policy manual is a critical tool in communicating the board's positions on a variety of issues. Board policies convey the board's expectations for what will happen in the district. They are the written documents that provide direction and structure on any school-related topic. This session will define and explain the board's policy-making role, including: identifying policy issues; developing a process for developing, communicating, and supporting sound policies; reviewing, revising and evaluating policies to ensure their effectiveness; and understanding the board's role in the judicial appeals process.

**Course Schedule:**

**April 28 — Costa Mesa**

8:00 a.m. Registration Opens  
8:30 a.m. - 4:30 p.m. Training Session

**May 19 — Sacramento**

8:00 a.m. Registration Opens  
8:30 a.m. - 4:30 p.m. Training Session

**GOVERNANCE LEADERSHIP: COLLECTIVE BARGAINING**

An effective collective bargaining process results in a reasonable employee contract that assists the district in achieving its vision. Collective bargaining must take into account the tremendous impact the contract will have on the district's fiscal, programmatic and personnel practices. This session will explore the governance team's role in meeting the needs of its employees as well as representing the interests of students, parents and taxpayers. Topics to be covered include: the history of collective bargaining and the legal requirements of negotiating; collective bargaining methodologies; the fiscal and programmatic impacts; and establishing a plan for communicating with the public.

**Course Schedule:**

**April 29 — Costa Mesa**

8:00 a.m. Registration Opens  
8:30 a.m. - 4:30 p.m. Training Session

**May 20 — Sacramento**

8:00 a.m. Registration Opens  
8:30 a.m. - 4:30 p.m. Training Session

**CSBA GOVERNANCE LEADERSHIP**

Attend one or both — *Governance Leadership: Policy* and *Governance Leadership: Collective Bargaining*. (Masters in Governance participants must attend both sessions.)



**Register by mail:**  
CSBA, c/o US Bank, P.O. Box 15546,  
Sacramento, CA 95852-1546



**Register by phone:**  
with purchase order or Visa/Mastercard  
number. (800) 266-3382, ext. 14



**Register by FAX:**  
with purchase order or Visa/Mastercard  
number. (916) 371-3407



**Register online:**  
www.csba.org

NAME/TITLE \_\_\_\_\_

DISTRICT/COUNTY OFFICE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZIP \_\_\_\_\_ PHONE \_\_\_\_\_

- Will attend Costa Mesa, April 28: *Governance Leadership: Policy*
- Will attend Costa Mesa, April 29: *Governance Leadership: Collective Bargaining*
- Will attend Sacramento, May 19: *Governance Leadership: Policy*
- Will attend Sacramento, May 20: *Governance Leadership: Collective Bargaining*

**Registration Fee (includes materials, lunch and refreshments)**

- *Governance Leadership: Policy* — \$165 CSBA Member\*
- *Governance Leadership: Collective Bargaining* — \$165 CSBA Member\*
- Check here if enrolled in the Masters in Governance Program

Total Enclosed: \$ \_\_\_\_\_

P.O./VISA/MASTERCARD/CHECK # \_\_\_\_\_ EXP. DATE \_\_\_\_\_

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**No refunds for no-shows.**

**CSBA GOVERNANCE LEADERSHIP**

**Mail, phone or FAX to:**

The Westin South Coast Plaza  
ATTN: Reservations  
686 Anton Boulevard  
Costa Mesa, CA 92626  
(714) 540-2500  
FAX (714) 662-6695

**Mail, phone or FAX to:**

Doubletree Hotel  
ATTN: Reservations  
2001 Point West Way  
Sacramento, CA 95811  
(916) 929-8855  
FAX (916) 924-0719

**California School Boards Association**

ORGANIZATION \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZIP \_\_\_\_\_ PHONE \_\_\_\_\_

ARRIVAL (DATE & TIME) \_\_\_\_\_ DEPARTURE (DATE & TIME) \_\_\_\_\_

**PLEASE MAKE HOTEL RESERVATIONS EARLY. THE CUT-OFF DATE FOR HOTEL RESERVATIONS IS APRIL 6 FOR COSTA MESA AND APRIL 13 FOR SACRAMENTO. RESERVATIONS AFTER THESE DATES ARE ACCEPTED ON A SPACE AND RATE AVAILABLE BASIS ONLY.**

**Conference Rate:**

\$135 single/double — Costa Mesa - The Westin South Coast Plaza  
\$103 single/double — Sacramento - Doubletree Hotel

To guarantee arrival by credit card, please provide the following information:

CARD TYPE & NUMBER \_\_\_\_\_ EXP. DATE \_\_\_\_\_

## CONFERENCE PROGRAMS

### GOVERNANCE LEADERSHIP: POLICY

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8:00 a.m. Registration Opens

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8:30 a.m. - 4:30 p.m. Training Session

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#### Course Schedule:

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**May 20 — Sacramento**

8:00 a.m. Registration Opens

8:00 a.m. Registration Opens

10:30 a.m. - 4:30 p.m. Training Session

8:30 a.m. - 4:30 p.m. Training Session

## CONFERENCE REGISTRATION

### CSBA GOVERNANCE LEADERSHIP

Attend one or both — *Governance Leadership: Policy* and *Governance Leadership: Collective Bargaining*. (Masters in Governance participants must attend both sessions.)



#### Register by mail:

CSBA, c/o US Bank, P.O. Box 15546,  
Sacramento, CA 95852-1546



#### Register by phone:

with purchase order or Visa/Mastercard  
number. (800) 266-3382, ext. 14



#### Register by FAX:

with purchase order or Visa/Mastercard  
number. (916) 371-3407



#### Register online:

www.csba.org

NAME/TITLE

DISTRICT/COUNTY OFFICE

ADDRESS

CITY

ZIP

PHONE

- Will attend Costa Mesa, April 28: *Governance Leadership: Policy*
- Will attend Costa Mesa, April 29: *Governance Leadership: Collective Bargaining*
- Will attend Sacramento, May 19: *Governance Leadership: Policy*
- Will attend Sacramento, May 20: *Governance Leadership: Collective Bargaining*

#### Registration Fee (includes materials, lunch and refreshments)

- *Governance Leadership: Policy* — \$165 CSBA Member\*
- *Governance Leadership: Collective Bargaining* — \$165 CSBA Member\*
- Check here if enrolled in the Masters in Governance Program

Total Enclosed: \$ \_\_\_\_\_

P.O./VISA/MASTERCARD/CHECK #

EXP. DATE

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## HOTEL RESERVATION FORM

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#### Mail, phone or FAX to:

The Westin South Coast Plaza  
ATTN: Reservations  
686 Anton Boulevard  
Costa Mesa, CA 92626  
(714) 540-2500  
FAX (714) 662-6695

#### Mail, phone or FAX to:

Doubletree Hotel  
ATTN: Reservations  
2001 Point West Way  
Sacramento, CA 95815  
(916) 929-8855  
FAX (916) 924-0719

#### California School Boards Association

ORGANIZATION

NAME

ADDRESS

CITY

ZIP

PHONE

ARRIVAL (DATE & TIME)

DEPARTURE (DATE & TIME)

**PLEASE MAKE HOTEL RESERVATIONS EARLY. THE CUT-OFF DATE FOR THE CONFERENCE RATE IS APRIL 6 FOR COSTA MESA AND APRIL 26 FOR SACRAMENTO. RESERVATIONS AFTER THESE DATES ARE ACCEPTED ON A SPACE AND RATE AVAILABLE BASIS ONLY.**

#### Conference Rate:

\$135 single/double — Costa Mesa - The Westin South Coast Plaza

\$103 single/double — Sacramento - Doubletree Hotel

To guarantee arrival by credit card, please provide the following information:

CARD TYPE & NUMBER

EXP. DATE



**Comprehensive**  
**continuing education**  
**for school trustees**  
**and superintendents**



*We're in it for the kids.*



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 P.O. Box 1660, 3100 Beacon Boulevard  
 West Sacramento, CA 95691-1660  
 800.266.3382 Fax 916.371.3407  
[www.csba.org](http://www.csba.org)



*Masters*  
 In Governance  
 PROGRAM

2002



California School Boards Association

**GOAL**

The goal of the Masters in Governance program is to provide school trustees and superintendents with the knowledge and skills to function effectively as governance teams.

**PROGRAM CONTENT**

The Masters in Governance is a groundbreaking continuing education program that recognizes the necessity for the board and superintendent to work closely toward a common goal. Program participants attend each of the nine modules, which define the roles and responsibilities of school governance teams and provide tools that keep efforts focused on student learning.

**PROGRAM MODULES**

**Foundations of Effective Governance**

This module covers the roles and responsibilities of the governance team and focuses on the two core concepts of the Masters in Governance program: trusteeship and governance. *Note: This module must be taken prior to enrolling in any other module.*

**Setting Direction**

Learn how to determine the priorities, develop a vision and establish the strategic goals for the district.

**Student Learning and Achievement**  
*(formerly Curriculum)*

Discover how to set expectations for student learning; ensure appropriate curriculum development, review and adopt the curriculum; communicate and support the curriculum; and monitor student achievement and district programs.

**School Finance**

Learn the board's role in adopting, implementing and monitoring the district's budget.

**Human Resources**

Examine the elements of employing a superintendent who matches the district's vision; maintaining a positive working relationship with the superintendent; evaluating the superintendent; and establishing sound personnel practices.

**Policy**

Learn to identify policy issues; set an appropriate process for developing, communicating and supporting sound policies; and how to review and revise policies to ensure their effectiveness.

**Collective Bargaining**

Discover the history of collective bargaining and the legal requirements of negotiating. Learn about collective bargaining methodologies; the programmatic and fiscal implications of collective bargaining contracts; and the board's role during this process.

**Community Relations and Advocacy**  
*(formerly Community Leadership)*

Explore ways to build community support; keep the community informed; be responsive to community concerns and interests; encourage community involvement; and engage in state and national advocacy efforts.

**Governance Integration**

This **final** module in the series integrates the concepts of trusteeship and the governance team with the jobs of the board. Participants must have completed all of the modules in order to attend the integration session. At the end of the session, graduates of the program receive the Masters in Governance certificate, an honor recognizing dedication to your role as a school governance leader and demonstrating to your community your commitment to education.

**MODULE SCHEDULE 2002**

For your convenience, program modules are held throughout the year at various locations. For a current list of dates and locations, please contact CSBA at (800) 266-3382, ext. 3287 or go online at [www.csba.org/ce/mig/](http://www.csba.org/ce/mig/).

**Foundations of Effective Governance**

- April 19, 2002**  
Sheraton Gateway SFO, Burlingame
- May 17, 2002**  
Hyatt Regency, Irvine
- September 13, 2002**  
Hyatt Regency, Irvine
- October 4, 2002**  
Sheraton, Palo Alto

**Setting Direction**

- April 20, 2002**  
Sheraton Gateway SFO, Burlingame
- May 18, 2002**  
Hyatt Regency, Irvine

**Student Learning and Achievement** *(formerly Curriculum)*

- April 21, 2002**  
Sheraton Gateway SFO, Burlingame
- May 19, 2002**  
Hyatt Regency, Irvine

**Policy**

- April 20, 2002**  
Sheraton Gateway SFO, Burlingame
- May 18, 2002**  
Hyatt Regency, Irvine

**Collective Bargaining**

- April 21, 2002**  
Sheraton Gateway SFO, Burlingame
- May 19, 2002**  
Hyatt Regency, Irvine

**Human Resources**

- September 14, 2002**  
Hyatt Regency, Irvine
- October 5, 2002**  
Sheraton, Palo Alto

**Finance**

- September 15, 2002**  
Hyatt Regency, Irvine
- October 6, 2002**  
Sheraton, Palo Alto

**Community Relations and Advocacy** *(formerly Community Leadership)*

- September 14, 2002**  
Hyatt Regency, Irvine
- October 5, 2002**  
Sheraton, Palo Alto

**Governance Integration\***

- June 8, 2002**  
Hilton Hotel, Sacramento
- September 15, 2002**  
Hyatt Regency, Irvine
- October 6, 2002**  
Sheraton, Palo Alto

\*Governance Integration is the **final** session and is open to those enrollees who have completed all other modules in the program.

Superintendents are encouraged to enroll in the program as a member of the governance team.

**PROGRAM INFORMATION**

The program consists of 60 hours of instruction and participation. You enroll one time and participate in nine Masters in Governance training sessions over a two-year period.

Program requirements must be completed within two years from the date of enrollment.

The enrollment fee covers registration for the nine modules.

Program participants who complete the entire program will receive a Masters in Governance certificate.

Program participants who complete the nine modules may be eligible to receive up to six graduate units of credit applied toward the Master of Arts in Governance Leadership degree at the University of La Verne in La Verne, California.

**Please enroll me in the Masters in Governance Program.**

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

DISTRICT/COUNTY OFFICE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_

ENROLLMENT FEE \$1,500.00. PER PERSON/MEMBER\*

CHECK # ENCLOSED/DISTRICT P.O. # \_\_\_\_\_

VISA/MASTERCARD/AMERICAN EXPRESS # \_\_\_\_\_ EXP. DATE \_\_\_\_\_

**Register by mail:**

CSBA, c/o Westamerica Bank,  
P.O. Box 1450, Suisun City, CA 94585-4450

**Register by phone:**

With a purchase order or Visa/  
Mastercard/American Express number,  
(800) 266-3382, ext. 3287

**Register by FAX:**

With a purchase order or Visa/Mastercard/  
American Express number, (916) 371-3407

**Register online:**

[www.csba.org/ce/mig/](http://www.csba.org/ce/mig/)

\*Note: Individual board members and administrators are considered members of CSBA if their district/county office is a member. Registration is for modules, materials and some meals. Hotel accommodations are not included for any module, unless otherwise specified.

Non-Profit  
U.S. Postage  
PAID  
Sacramento, CA  
Permit #2097

CALIFORNIA SCHOOL DISTRICT ASSOCIATION  
P.O. Box 1660, 3100 Beacon Blvd.  
West Sacramento, CA 95691-1660

# Masters In Governance PROGRAM

## Comprehensive Continuing Education for School Trustees and Superintendents

### The Westin San Francisco Airport, Millbrae

Foundations of Effective Governance	April 11
Setting Direction	April 12
Collective Bargaining	April 12
Policy and Judicial Review	April 13
Student Learning and Achievement	April 13

### The Westin South Coast Plaza, Costa Mesa

Foundations of Effective Governance	May 2
Setting Direction	May 3
Collective Bargaining	May 3
Policy and Judicial Review	May 4
Student Learning and Achievement	May 4



2003

Masters  
In Governance  
PROGRAM



Learn from a highly esteemed cadre of trainers,  
including experts on educational issues, university professors, school board  
members, superintendents and CSBA staff members.

*Del Alberti*

*Connie Benz*

*Lynn Bogart*

*Bob Caine*

*Davis Campbell*

*Elaine Collins*

*Leslie DeMersseman*

*Sherry Loofbourrow*

*Larry Machi*

*Ray McMullen*

*Barry Reed*

*Ann Song-Hill*





### Policy and Judicial Review

Policies convey the board's expectations and provide direction and support on any school-related topic. Attend this session and explore the board's role, including: identifying policy issues; developing a process for creating, communicating and supporting sound policies; reviewing, revising and updating policies to ensure their effectiveness; and understanding the board's role in the judicial appeal process.

**Schedule:**

<b>April 13 – Millbrae</b>	<b>May 4 – Costa Mesa</b>
8:00 a.m. Registration Opens	8:00 a.m. Registration Opens
8:30 a.m. – 4:30 p.m. Training Session	8:30 a.m. – 4:30 p.m. Training Session

### Student Learning and Achievement

This module will provide participants with an understanding of the board's role in: setting expectations for student learning; assessing student achievement and district programs through success indicators; setting goals for building an effective curriculum; allocating appropriate resources; developing processes for curriculum development, review and adoption; and aligning district goals with student learning.

**Schedule:**

<b>April 13 – Millbrae</b>	<b>May 4 – Costa Mesa</b>
8:00 a.m. Registration Opens	8:00 a.m. Registration Opens
8:30 a.m. – 4:30 p.m. Training Session	8:30 a.m. – 4:30 p.m. Training Session



**Attend one, two or three courses:** Foundations of Effective Governance; Setting Direction; Collective Bargaining; Policy and Judicial Review; Student Learning and Achievement.

**Register by mail:**

CSBA, c/o Westamerica Bank,  
P.O. Box 1450, Suisun City, CA 94585-4450

**Register by FAX:**

with purchase order or Visa/MasterCard/  
American Express number. (916) 371-3407

**Register by phone:**

with purchase order or Visa/  
MasterCard/American Express number.  
(800) 266-3382, ext. 3287

**Register online:**

www.csba.org

Name _____		Title _____	
District/County Office* _____			
Address _____		City _____	Zip _____
Phone _____		E-mail Address _____	

**Registration Fee (includes lunch, materials and refreshments)**

<b>Foundations of Effective Governance</b>	<b>CSBA Member*: \$175</b>
<input type="checkbox"/> Will attend Millbrae, April 11	<input type="checkbox"/> Will attend Costa Mesa, May 2
<b>Setting Direction</b>	<b>CSBA Member*: \$175</b>
<input type="checkbox"/> Will attend Millbrae, April 12	<input type="checkbox"/> Will attend Costa Mesa, May 3
<b>Collective Bargaining</b>	<b>CSBA Member*: \$175</b>
<input type="checkbox"/> Will attend Millbrae, April 12	<input type="checkbox"/> Will attend Costa Mesa, May 3
<b>Policy and Judicial Review</b>	<b>CSBA Member*: \$175</b>
<input type="checkbox"/> Will attend Millbrae, April 13	<input type="checkbox"/> Will attend Costa Mesa, May 4
<b>Student Learning and Achievement</b>	<b>CSBA Member*: \$175</b>
<input type="checkbox"/> Will attend Millbrae, April 13	<input type="checkbox"/> Will attend Costa Mesa, May 4

Check here if enrolled in the **Masters in Governance Program**

**Total Enclosed: \$** \_\_\_\_\_

PO./Visa/MasterCard/American Express/Check # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature Name as it Appears on Credit Card \_\_\_\_\_

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**No refunds for no-shows.**

### The Westin San Francisco Airport, Millbrae

1 Old Bayshore Highway  
Millbrae, CA 94030  
(650) 692-3500  
\$99 single/double

### The Westin South Coast Plaza, Costa Mesa

686 Anton Boulevard  
Costa Mesa, CA 92626-1988  
(714) 540-2500  
\$130 single/double

**Conference Rate:**

Please make reservations early. A block of guest rooms has been reserved at each location. The cut-off date for the conference rate in Millbrae is March 17, 2003; and the cut-off date in Costa Mesa is April 10, 2003. After the cut-off date, rooms will be provided on a space-available basis only and the special group rate may not be available.

## Foundations of Effective Governance

Note: This module must be taken prior to enrolling in any other module.

This module provides the foundation for all of the other Masters in Governance trainings. Participants will learn about the roles and responsibilities of the governance team, with specific focus on the two core concepts of the Masters in Governance program: trusteeship and governance.

### Course Schedule:

#### April 11 – Millbrae

8:00 a.m. Registration Opens

8:30 a.m. – 4:30 p.m. Training Session

#### May 2 – Costa Mesa

8:00 a.m. Registration Opens

8:30 a.m. – 4:30 p.m. Training Session

## Setting Direction

The most critical task school trustees have is to set the educational direction for the school district. Attend and understand how establishing a district vision that integrates the district's beliefs, priorities, goals and success indicators serves as the driving force for all district efforts. Participants will create a vision that reflects their district's commitment and understand how it is interwoven into every facet of the district's education programs.

### Course Schedule

#### April 12 – Millbrae

8:00 a.m. Registration Opens

8:30 a.m. – 4:30 p.m. Training Session

#### May 3 – Costa Mesa

8:00 a.m. Registration Opens

8:30 a.m. – 4:30 p.m. Training Session

## Collective Bargaining

An effective collective bargaining process results in a reasonable employee contract that assists the district in achieving its vision. Participants will explore the governance team's role in meeting the needs of its employees as well as representing the interests of students, parents and taxpayers. Topics to be covered include: the history of collective bargaining and the legal requirements of negotiating; collective bargaining methodologies; the fiscal and programmatic impacts; and establishing a plan for communicating with the public.

### Course Schedule:

#### April 12 – Millbrae

8:00 a.m. Registration Opens

8:30 a.m. – 4:30 p.m. Training Session

#### May 3 – Costa Mesa

8:00 a.m. Registration Opens

8:30 a.m. – 4:30 p.m. Training Session

## Policy and Judicial Review

Board policies convey the board's expectations and provide direction and structure on any school-related topic. Attend this session and explore the board's policy-making role, including: identifying policy issues; developing a process for developing, communicating and supporting sound policies; reviewing, revising and evaluating policies to ensure their effectiveness; and understanding the board's role in the judicial appeal process.

### Course Schedule:

#### April 13 – Millbrae

8:00 a.m. Registration Opens

8:30 a.m. – 4:30 p.m. Training Session

#### May 4 – Costa Mesa

8:00 a.m. Registration Opens

8:30 a.m. – 4:30 p.m. Training Session

## Student Learning and Achievement

This module will provide participants with an understanding of the board's differentiated role in: setting expectations for student learning; assessing student achievement and district programs through success indicators; setting requirements for building an effective curriculum; allocating appropriate resources; creating processes for curriculum development, review and adoption; and aligning strategic goals with student learning.

### Course Schedule:

#### April 13 – Millbrae

8:00 a.m. Registration Opens

8:30 a.m. – 4:30 p.m. Training Session

#### May 4 – Costa Mesa

8:00 a.m. Registration Opens

8:30 a.m. – 4:30 p.m. Training Session

Attend one, two or three courses: Foundations of Effective Governance; Setting Direction; Collective Bargaining; Policy and Judicial Review; Student Learning and Achievement.

### Register by mail:

CSBA, c/o Westamerica Bank,  
P.O. Box 1450, Suisun City, CA 94585-4450

### Register by FAX:

with purchase order or Visa/MasterCard/  
American Express number. (916) 371-3407

### Register by phone:

with purchase order or Visa/  
MasterCard/American Express number.  
(800) 266-3382, ext. 3287

### Register online:

www.csba.org

Name	Title	
District/County Office*		
Address	City	Zip
Phone	E-mail Address	

### Registration Fee (includes lunch, materials and refreshments)

#### Foundations of Effective Governance

Will attend Millbrae, April 11

#### CSBA Member\*: \$175

Will attend Costa Mesa, May 2

#### Setting Direction

Will attend Millbrae, April 12

#### CSBA Member\*: \$175

Will attend Costa Mesa, May 3

#### Collective Bargaining

Will attend Millbrae, April 12

#### CSBA Member\*: \$175

Will attend Costa Mesa, May 3

#### Policy and Judicial Review

Will attend Millbrae, April 13

#### CSBA Member\*: \$175

Will attend Costa Mesa, May 4

#### Student Learning and Achievement

Will attend Millbrae, April 13

#### CSBA Member\*: \$175

Will attend Costa Mesa, May 4

Check here if enrolled in the *Masters in Governance Program*

Total Enclosed: \$ \_\_\_\_\_

PO, Visa/MasterCard/American Express/Check #

Exp. Date

Signature Name as it Appears on Credit Card

\*Individual board members and school district/county office employees are considered members of CSBA if their district/county office is a member of CSBA.

There will be an additional \$10 fee for all on-site registrations. The pre-registration fee is effective one week prior to the conference. Due to our accounting procedures, it will be necessary to process any registration received after that time as an on-site registration.

**Note:** Cancellations must be received in writing one week prior to the date of the conference. There will be a \$40 cancellation fee after the one-week deadline.

**No refunds for no-shows.**

Comprehensive continuing education  
for school trustees and superintendents

## Module Schedule 2003 (continued)

### Policy and Judicial Review

*April 13*  
Millbrae, Westin SFO Airport  
*May 4*  
Costa Mesa, Westin South Coast Plaza

### Human Resources

*September 20*  
Newport Beach, Hyatt Newporter  
*October 3*  
Palo Alto, Sheraton

### Community Relations and Advocacy

*September 20*  
Newport Beach, Hyatt Newporter  
*October 3*  
Palo Alto, Sheraton

### School Finance

*September 21*  
Newport Beach, Hyatt Newporter  
*October 4*  
Palo Alto, Sheraton



### Governance Integration

*September 21*  
Newport Beach, Hyatt Newporter  
*October 4*  
Palo Alto, Sheraton



*We're in it for the kids.*  
*California School Boards Association*

P.O. Box 1660, 3100 Beacon Blvd.  
West Sacramento, CA 95691-1660  
800.266.3382 Fax 916.371.3407  
[www.csba.org](http://www.csba.org)



*Masters*  
**In Governance**  
**PROGRAM**



# The goal of the Masters in Governance program is to provide school trustees and superintendents with the knowledge and skills to function effectively as governance teams.

## Program Content

The Masters in Governance is a groundbreaking continuing education program that recognizes the necessity for the board and superintendent to work closely toward a common goal. Participants attend each of the nine modules, which define the roles and responsibilities of school governance teams and provide tools that keep efforts focused on student learning.

Superintendents are encouraged to enroll in the program as a member of the governance team.

## Program Information

The program consists of 60 hours of instruction and participation. You enroll one time and participate in nine Masters in Governance training sessions over a two-year period.

Program requirements must be completed within two years from the date of enrollment. The enrollment fee covers registration for the nine modules.

Program participants who complete the entire program will receive a Masters in Governance certificate.

Program participants who complete the nine modules may be eligible to receive up to six graduate units of credit applied toward the Master of Arts in Governance Leadership degree at the University of La Verne in La Verne, California.

## Program Modules

### Foundations of Effective Governance

This module covers the roles and responsibilities of the governance team and focuses on the two core concepts of the Masters in Governance program: trusteeship and governance.

*Note: This module must be taken prior to enrolling in any other module.*

### Setting Direction

Learn how to determine the priorities, develop a vision and establish the strategic goals for the district.

### Student Learning and Achievement

Discover how to set expectations for student learning; ensure appropriate curriculum development; review and adopt the curriculum; communicate and support the curriculum; and monitor student achievement and district programs.

### School Finance

Learn the board's role in adopting, implementing and monitoring the district's budget.



### Human Resources

Examine the elements of employing a superintendent who matches the district's vision; maintaining a positive working relationship with the superintendent; and establishing sound personnel practices.

### Policy and Judicial Review

Learn to identify policy issues; set an appropriate process for developing, communicating and supporting sound policies to ensure their effectiveness.

### Collective Bargaining

Discover the history of collective bargaining and the legal requirements of negotiating. Learn about collective bargaining methodologies; the programmatic and fiscal implications of collective bargaining contracts; and the board's role during this process.

### Community Relations and Advocacy

Explore ways to build community support; keep the community informed; be responsive to community concerns and interests; encourage community involvement; and engage in state and national advocacy efforts.

### Governance Integration

The **final** module in the series integrates the concepts of trusteeship and the governance team with the jobs of the board. Participants must have completed all of the modules in order to attend the integration session. At the end of the session, graduates receive the Masters in Governance certificate, an honor recognizing dedication to your role as a school governance leader and demonstrating to your community your commitment to education.

## Module Schedule 2003

For your convenience, program modules are held throughout the year at regional locations. For a current list of dates and locations, please contact CSBA at (800) 266-3382, ext 3287 or go online at [www.csba.org/ce/mig/](http://www.csba.org/ce/mig/).

### Foundations of Effective Governance

**April 11**  
Millbrae, Westin SFO Airport  
**May 2**  
Costa Mesa, Westin South Coast Plaza  
**September 19**  
Newport Beach, Hyatt Newporter  
**October 3**  
Palo Alto, Sheraton

### Setting Direction

**April 12**  
Millbrae, Westin SFO Airport  
**May 3**  
Costa Mesa, Westin South Coast Plaza  
**October 4**  
Palo Alto, Sheraton

### Collective Bargaining

**April 12**  
Millbrae, Westin SFO Airport  
**May 3**  
Costa Mesa, Westin South Coast Plaza

### Student Learning and Achievement

**April 13**  
Millbrae, Westin SFO Airport  
**May 4**  
Costa Mesa, Westin South Coast Plaza

*Continued on reverse*

## Masters in Governance Program 2003 Enrollment Form

Please enroll me in the Masters in Governance Program.

Name \_\_\_\_\_

Title \_\_\_\_\_

District/County Office \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Zip \_\_\_\_\_

Phone Number/E-Mail \_\_\_\_\_

Enrollment Fee \$1,500 Per Person/Member\*

Check # Enclosed/P.O. # \_\_\_\_\_

Visa/Mastercard/American Express # \_\_\_\_\_

Exp. Date \_\_\_\_\_

**Register by mail:**  
CSBA, c/o Westamerica Bank,  
P.O. Box 1450, Suisun City, CA 94585-4450

**Register by phone:**  
With a purchase order or Visa/Mastercard/  
American Express number, (800) 266-3382,  
ext. 3287

**Register by FAX:**  
With a purchase order or Visa/Mastercard/  
American Express number, (916) 371-3407

**Register online:**  
[www.csba.org/ce/mig](http://www.csba.org/ce/mig)

\*NOTE: Individual board members and administrators are considered members of CSBA if their district/county office is a member. Registration is for modules, materials and some meals. Hotel accommodations are not included for any module, unless otherwise specified.



*Masters*  
In Governance  
PROGRAM

*Building a strong governance team is one of the many benefits of the Masters in Governance program. Join the more than 1,000 board members and superintendents who have participated in this most remarkable program — one made just for you. Modules are offered at various locations throughout the state via the statewide or regional delivery system. Whatever venue you choose, you're sure to get the most current information available. For a complete listing of all modules offered, please visit [www.csba.org/mig](http://www.csba.org/mig).*



*We're in it for the kids.*

California School Boards Association  
P. O. Box 1660, 3100 Beacon Blvd.  
West Sacramento, CA 95691-1660  
800.266.3382 Fax 916.371.3407  
[www.csba.org](http://www.csba.org)

Governance leadership training for school trustees and superintendents

*Masters*  
In Governance  
PROGRAM  
2004



## PROGRAM CONTENT

The Masters in Governance is a groundbreaking governance leadership program that recognizes the necessity for the board and superintendent to work closely toward a common goal.

Participants attend each of the nine modules, which define the roles and responsibilities of school governance teams and provide tools that keep efforts focused on student learning.

Superintendents are encouraged to enroll in the program as a member of the governance team.

## PROGRAM INFORMATION

- The program consists of 60 hours of instruction and participation. You enroll one time and participate in nine Masters in Governance training sessions over a two-year period.
- Program requirements must be completed within two years from the date of enrollment.
- The enrollment fee covers registration for the nine modules.
- Program participants who complete the nine modules will receive a Masters in Governance certificate.
- Program participants who complete the nine modules may also be eligible to receive up to six graduate units of credit applied toward the Masters of Arts in Governance Leadership degree at the University of La Verne in La Verne, California.

## FOUNDATIONS OF EFFECTIVE GOVERNANCE

This module covers the roles and responsibilities of the governance team and focuses on the two core concepts of the Masters in Governance program: trusteeship and governance. **Note: This module must be completed prior to enrolling in any other module.**

**April 2** | Sacramento, Hyatt Regency  
**May 14** | Costa Mesa, Westin South Coast Plaza  
**Sept. 10** | Sacramento, Hyatt Regency  
**Oct. 1** | Costa Mesa, Westin South Coast Plaza

## SETTING DIRECTION

In this highly interactive session, the governance team learns how to create a vision that best describes their district's direction, focus, commitment and beliefs. This module helps you understand how a district's vision, beliefs and strategic goals are interwoven into every facet of the district's education programs.

**April 3** | Sacramento, Hyatt Regency  
**May 15** | Costa Mesa, Westin South Coast Plaza  
**Sept. 11** | Sacramento, Hyatt Regency  
**Oct. 2** | Costa Mesa, Westin South Coast Plaza

## HUMAN RESOURCES

Every staff member is a valuable resource to the district and a vital link in the educational process. This module covers the elements of employing a superintendent who meets the district's needs; maintaining a positive working relationship with the superintendent; evaluating the superintendent according to established criteria; and establishing a framework for sound personnel practices across the district.

**Sept. 10** | Sacramento, Hyatt Regency  
**Oct. 1** | Costa Mesa, Westin South Coast Plaza

## POLICY AND JUDICIAL REVIEW

To develop skills in setting policy, the governance team learns to identify policy issues; set an appropriate process for developing sound policies; communicate and support policies; and review and revise policies to ensure their effectiveness.

**April 2** | Sacramento, Hyatt Regency  
**May 14** | Costa Mesa, Westin South Coast Plaza

## STUDENT LEARNING AND ACHIEVEMENT

The current demand for higher academic achievement standards is one of the many factors driving major changes in curriculum and instruction. Discover how to meet this demand by setting expectations for student learning; ensuring that appropriate processes are in place for curriculum development, review and adoption; communicating and supporting the curriculum; and assessing student achievement and district programs.

**April 2** | Sacramento, Hyatt Regency  
**May 14** | Costa Mesa, Westin South Coast Plaza

## SCHOOL FINANCE

Focusing on financial stability is essential in supporting a district's goals and for providing a high-quality educational program for students. Learn how to achieve a balance between district goals and student achievement by establishing budget priorities; developing appropriate processes for budget development, adoption and revision; implementing the budget; and monitoring and auditing the district's finances.

Fiscal & Crisis Management Assistance Team

**Sept. 11** | Sacramento, Hyatt Regency  
**Oct. 2** | Costa Mesa, Westin South Coast Plaza

## COLLECTIVE BARGAINING

This module provides an overview of the history of collective bargaining and the legal framework for collective negotiations in public schools. Topics include the methodologies used in collective bargaining; the programmatic and fiscal implications of collective bargaining contracts; and the board's role during the collective bargaining process.

**April 3** | Sacramento, Hyatt Regency  
**May 15** | Costa Mesa, Westin South Coast Plaza

## COMMUNITY RELATIONS AND ADVOCACY

Deepen your understanding of community leadership by applying theory to everyday situations. This module explores ways to build community support; keep the community informed; be responsive to community concerns and interests; encourage community involvement; and engage in advocacy efforts at the state and national levels.

**Sept. 10** | Sacramento, Hyatt Regency  
**Oct. 1** | Costa Mesa, Westin South Coast Plaza

## GOVERNANCE INTEGRATION

This final module in the series integrates the concepts of trusteeship and the governance team with the jobs of the board. Participants must have completed all of the modules in order to attend the integration session. At the end of the session, graduates of the program receive the Masters in Governance certificate, an honor recognizing dedication to your role as a school governance leader and demonstrating to your community your commitment to education.

**April 3** | Sacramento, Hyatt Regency  
**May 15** | Costa Mesa, Westin South Coast Plaza  
**Sept. 11** | Sacramento, Hyatt Regency  
**Oct. 2** | Costa Mesa, Westin South Coast Plaza

## SPECIAL EVENTS

**Masters in Governance Graduate Reception**  
 Join your fellow Masters in Governance graduates as CSBA gives special recognition to governance team members who recently graduated from the Masters in Governance program.

**Dec. 11, 2003**  
 San Diego Marriott Hotel and Marina,  
 San Diego  
**Dec. 2, 2004**  
 San Francisco Marriott,  
 San Francisco

## FOUNDATIONS OF EFFECTIVE GOVERNANCE

This module covers the roles and responsibilities of the governance team and focuses on the two core concepts of the Masters in Governance program: trusteeship and governance. **Note: This module must be completed prior to enrolling in any other module.**

- April 2** | Sacramento, Hyatt Regency  
**May 14** | Costa Mesa, Westin South Coast Plaza  
**Sept. 10** | Sacramento, Hyatt Regency  
**Oct. 1** | Costa Mesa, Westin South Coast Plaza

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In this highly interactive session, the governance team learns how to create a vision that best describes their district's direction, focus, commitment and beliefs. This module helps you understand how a district's vision, beliefs and strategic goals are interwoven into every facet of the district's education programs.

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**May 15** | Costa Mesa, Westin South Coast Plaza  
**Sept. 11** | Sacramento, Hyatt Regency  
**Oct. 2** | Costa Mesa, Westin South Coast Plaza

## HUMAN RESOURCES

Every staff member is a valuable resource to the district and a vital link in the educational process. This module covers the elements of employing a superintendent who meets the district's needs; maintaining a positive working relationship with the superintendent; evaluating the superintendent according to established criteria; and establishing a framework for sound personnel practices across the district.

- Sept. 10** | Sacramento, Hyatt Regency  
**Oct. 1** | Costa Mesa, Westin South Coast Plaza

## POLICY AND JUDICIAL REVIEW

To develop skills in setting policy, the governance team learns to identify policy issues; set an appropriate process for developing sound policies; communicate and support policies; and review and revise policies to ensure their effectiveness.

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**May 14** | Costa Mesa, Westin South Coast Plaza

## STUDENT LEARNING AND ACHIEVEMENT

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**May 14** | Costa Mesa, Westin South Coast Plaza

## SCHOOL FINANCE

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- Sept. 11** | Sacramento, Hyatt Regency  
**Oct. 2** | Costa Mesa, Westin South Coast Plaza

## COLLECTIVE BARGAINING

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- April 3** | Sacramento, Hyatt Regency  
**May 15** | Costa Mesa, Westin South Coast Plaza

## COMMUNITY RELATIONS AND ADVOCACY

Deepen your understanding of community leadership by applying theory to everyday situations. This module explores ways to build community support; keep the community informed; be responsive to community concerns and interests; encourage community involvement; and engage in advocacy efforts at the state and national levels.

- Sept. 10** | Sacramento, Hyatt Regency  
**Oct. 1** | Costa Mesa, Westin South Coast Plaza

## GOVERNANCE INTEGRATION

This final module in the series integrates the concepts of trusteeship and the governance team with the jobs of the board. Participants must have completed all of the modules in order to attend the integration session. At the end of the session, graduates of the program receive the Masters in Governance certificate, an honor recognizing dedication to your role as a school governance leader and demonstrating to your community your commitment to education.

- April 3** | Sacramento, Hyatt Regency  
**May 15** | Costa Mesa, Westin South Coast Plaza  
**Sept. 11** | Sacramento, Hyatt Regency  
**Oct. 2** | Costa Mesa, Westin South Coast Plaza

## SPECIAL EVENTS

**Masters in Governance Graduate Reception**  
Join your fellow Masters in Governance graduates as CSBA gives special recognition to governance team members who recently graduated from the Masters in Governance program.

- Dec. 11, 2003**  
San Diego Marriott Hotel and Marina,  
San Diego  
**Dec. 2, 2004**  
San Francisco Marriott,  
San Francisco

# 2004 ENROLLMENT FORM

Please enroll me in the Masters in Governance Program.

Name \_\_\_\_\_

Title \_\_\_\_\_

District/County Office \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Zip \_\_\_\_\_

Phone Number/E-Mail \_\_\_\_\_

Enrollment Fee \$1,500.00. Per Person/Member\*

Check # (Enclosed and payable to CSB Foundation) \_\_\_\_\_

District/COE P.O.# \_\_\_\_\_

Visa/MasterCard/American Express # \_\_\_\_\_

Exp. Date \_\_\_\_\_

**REGISTER BY MAIL:**  
CSBA, c/o Westamerica Bank, P.O. Box 1450,  
Suisun City, CA 94585-4450

**REGISTER BY PHONE:**  
With a purchase order or Visa/MasterCard/  
American Express number, (800) 266-3382, ext. 3287

**REGISTER BY FAX:**  
With a purchase order or Visa/MasterCard/  
American Express number, (916) 371-3407

**REGISTER ONLINE:**  
[www.csba.org/secure/mig/2004](http://www.csba.org/secure/mig/2004)

\*Note: Individual board members and administrators are considered members of CSBA if their district/county office is a member. Registration is for modules, materials and some meals. Hotel accommodations are not included for any module, unless otherwise specified.

\* The program registration fee is non-refundable and non-transferable.

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U.S. Postage  
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Sacramento, CA  
permit #2097

California School Boards Association  
3100 Beacon Blvd., P.O. Box 1660  
West Sacramento, CA 95691-1660



Spring  
2004

Governance Training  
for School Trustees and  
Superintendents



*Masters*  
In Governance  
PROGRAM

*Learn*

from a highly esteemed cadre of trainers from CSBA's  
Governance Institute, including experts on educational  
issues, university professors, school board members,  
superintendents and CSBA staff members.



Del Alberti	Bob Carter	Ray McMullen
Nice Alterman	Elaine Collins	Joel Montero
Ron Bennett	Leslie DeMersseman	Barry Reed
Connie Benz	Judy Endeman	Ann Song-Hill
Lynn Bogart	Keith Larick	
Bob Caine	Sherry Loofbourrow	
Davis Campbell	Molly McGee Hewitt	

For more information about the Governance Institute and its faculty, please visit  
[www.csba.org/gi.htm](http://www.csba.org/gi.htm).



# Dates and LOCATIONS

## HYATT REGENCY SACRAMENTO

Foundations of Effective Governance .....	April 2
Policy and Judicial Review .....	April 2
Student Learning and Achievement.....	April 2
Setting Direction .....	April 3
Collective Bargaining .....	April 3
Governance Integration.....	April 3

Course Schedule (for all courses)

8:00 a.m. Registration Opens  
8:30 a.m. – 4:30 p.m. Training Session

## WESTIN SOUTH COAST PLAZA, COSTA MESA

Foundations of Effective Governance .....	May 14
Policy and Judicial Review .....	May 14
Student Learning and Achievement.....	May 14
Setting Direction .....	May 15
Collective Bargaining .....	May 15
Governance Integration.....	May 15

Course Schedule (for all courses)

8:00 a.m. Registration Opens  
8:30 a.m. – 4:30 p.m. Training Session

**Register by mail:**  
CSB Foundation,  
c/o Westamerica Bank,  
P.O. Box 1450, Suisun City,  
CA 94585-4450

**Register by phone:**  
with purchase order or  
Visa/MasterCard/  
American Express number  
(800) 266-3382, ext. 3287

**Register by FAX:**  
with purchase order or  
Visa/MasterCard/  
American Express number  
(916) 371-3407

**Register online:**  
www.csba.org

*Attend one module per day: Foundations of Effective Governance; Policy and Judicial Review; Student Learning and Achievement; Setting Direction; Collective Bargaining; Governance Integration*

Name \_\_\_\_\_ Title \_\_\_\_\_

District/County Office\* \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

### Registration Fee — CSBA Member\*: \$180 per module (includes materials and lunch)

<b>Foundations of Effective Governance</b> Will attend Sacramento, April 2 Will attend Costa Mesa, May 14	<b>Collective Bargaining</b> Will attend Sacramento, April 3 Will attend Costa Mesa, May 15
<b>Policy and Judicial Review</b> Will attend Sacramento, April 2 Will attend Costa Mesa, May 14	<b>Governance Integration*</b> Will attend Sacramento, April 3 Will attend Costa Mesa, May 15
<b>Student Learning and Achievement</b> Will attend Sacramento, April 2 Will attend Costa Mesa, May 14	<i>*Participants must have completed all of the modules in order to attend the integration session.</i>
<b>Setting Direction</b> Will attend Sacramento, April 3 Will attend Costa Mesa, May 15	<b>Check here if enrolled in the Masters in Governance Program</b>
	<b>Total Enclosed: \$ _____</b>

P.O./Visa/MasterCard/American Express/Check # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ Name as it Appears on Credit Card \_\_\_\_\_

\*Individual board members and district/county office employees are considered members of CSBA if their district/county office is a member of CSBA. There will be an additional \$10 fee for all on-site registrations. The pre-registration fee is effective one week prior to the conference. Due to our accounting procedures, it will be necessary to process any registration received after that time as an on-site registration. **Note: Cancellations must be received in writing one week prior to the date of the conference. There will be a \$40 cancellation fee after the one-week deadline. No refunds for no-shows.**

# Hotel INFORMATION

## HYATT REGENCY SACRAMENTO

1209 L Street  
Sacramento, CA 95814  
(916) 443-1234  
\$159 single/double –  
12% hotel tax

## WESTIN SOUTH COAST PLAZA, COSTA MESA

686 Anton Boulevard  
Costa Mesa, CA 92626  
(888) 627-7213  
\$130 single/double –  
8% hotel tax

### CONFERENCE RATE:

Please make reservations early. A block of guest rooms has been reserved at each location. The cutoff date for the conference rate in **Sacramento** is **March 5, 2004**; and the cutoff date in **Costa Mesa** is **April 22, 2004**. After the cutoff date, rooms will be provided on a space-available basis only and the special group rate may not be available.

If you're not enrolled in the Masters in Governance program and would like more information, please visit [www.csba.org/mig/](http://www.csba.org/mig/).

CONFERENCE REGISTRATION

# Module

## DESCRIPTIONS

### FOUNDATIONS OF EFFECTIVE GOVERNANCE

*Note: This module must be taken prior to enrolling in any other module.*  
 This module provides the foundation for all of the other Masters in Governance trainings. Participants will learn about the roles and responsibilities of the governance team, with specific focus on the two core concepts of the Masters in Governance program: trusteeship and governance.

### POLICY AND JUDICIAL REVIEW

Board policies convey the board's expectations and provide direction and structure on any school-related topic. Attend this session and explore the board's policy-making role, including: identifying policy issues; developing a process for developing, communicating, and supporting sound policies; reviewing, revising and evaluating policies to ensure their effectiveness; and understanding the board's role in the judicial appeal process.

### STUDENT LEARNING AND ACHIEVEMENT

This module will provide participants with an understanding of the board's differentiated role in: setting expectations for student learning; assessing student achievement and district programs through success indicators; setting requirements for building an effective curriculum; allocating appropriate resources; creating processes for curriculum development, review and adoption; and aligning strategic goals with student learning.

### SETTING DIRECTION

*Note: CSBA recommends that this module be taken after the Foundations of Effective Governance.*  
 The most critical task school trustees have is to set the educational direction for the school district. Attend and understand how establishing a district vision that integrates the district's beliefs, priorities, goals and success indicators serves as the driving force for all district efforts. Participants will create a vision that reflects their district's commitment and understand how it is interwoven into every facet of the district's education programs.

### COLLECTIVE BARGAINING

An effective collective bargaining process results in a reasonable employee contract that assists the district in achieving its vision. Participants will explore the governance team's role in meeting the needs of its employees as well as representing the interests of students, parents and taxpayers. Topics to be covered include: the history of collective bargaining and the legal requirements of negotiating; collective bargaining methodologies; the fiscal and programmatic impacts; and establishing a plan for communicating with the public.

### GOVERNANCE INTEGRATION\*

The final module in the series integrates the concepts of trusteeship and the governance team with the jobs of the board.  
*\*Participants must have completed all of the modules in order to attend the integration session.*

# Dates

## and LOCATIONS

### HYATT REGENCY SACRAMENTO

Foundations of Effective Governance .....	April 2
Policy and Judicial Review .....	April 2
Student Learning and Achievement.....	April 2
Setting Direction .....	April 3
Collective Bargaining .....	April 3
Governance Integration .....	April 3

Course Schedule (for all courses)  
 8:00 a.m. Registration Opens  
 8:30 a.m. – 4:30 p.m. Training Session

### WESTIN SOUTH COAST PLAZA, COSTA MESA

Foundations of Effective Governance .....	May 14
Policy and Judicial Review .....	May 14
Student Learning and Achievement.....	May 14
Setting Direction .....	May 15
Collective Bargaining .....	May 15
Governance Integration .....	May 15

Course Schedule (for all courses)  
 8:00 a.m. Registration Opens  
 8:30 a.m. – 4:30 p.m. Training Session

CONFERENCE REGISTRATION

Register by mail: CSB Foundation, c/o Westamerica Bank, P.O. Box 1450, Suisun City, CA 94585-4450  
 Register by phone: with purchase order or Visa/MasterCard/American Express number (800) 266-3382, ext. 3287  
 Register by FAX: with purchase order or Visa/MasterCard/American Express number (916) 371-3407  
 Register online: www.csba.org

**Attend one module per day:** Foundations of Effective Governance; Policy and Judicial Review; Student Learning and Achievement; Setting Direction; Collective Bargaining; Governance Integration

Name \_\_\_\_\_ Title \_\_\_\_\_  
 District/County Office\* \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**Registration Fee — CSBA Member\*: \$180 per module**  
 (includes materials and lunch)

<b>Foundations of Effective Governance</b> Will attend Sacramento, April 2 Will attend Costa Mesa, May 14	<b>Collective Bargaining</b> Will attend Sacramento, April 3 Will attend Costa Mesa, May 15
<b>Policy and Judicial Review</b> Will attend Sacramento, April 2 Will attend Costa Mesa, May 14	<b>Governance Integration*</b> Will attend Sacramento, April 3 Will attend Costa Mesa, May 15
<b>Student Learning and Achievement</b> Will attend Sacramento, April 2 Will attend Costa Mesa, May 14	<i>*Participants must have completed all of the modules in order to attend the integration session.</i>
<b>Setting Direction</b> Will attend Sacramento, April 3 Will attend Costa Mesa, May 15	<b>Check here if enrolled in the Masters in Governance Program</b>
<b>Total Enclosed: \$</b> _____	

P.O./ Visa/MasterCard/American Express/Check # \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Signature \_\_\_\_\_ Name as it Appears on Credit Card \_\_\_\_\_

\*Individual board members and district/county office employees are considered members of CSBA if their district/county office is a member of CSBA. There will be an additional \$10 fee for all on-site registrations. The pre-registration fee is effective one week prior to the conference. Due to our accounting procedures, it will be necessary to process any registration received after that time as an on-site registration. **Note: Cancellations must be received in writing one week prior to the date of the conference. There will be a \$40 cancellation fee after the one-week deadline. No refunds for no-shows.**

PAID  
Sacramento, CA  
permit #2097

F A L L 2 0 0 4

# Masters In Governance PROGRAM

Governance Training for School Trustees and Superintendents



## LEARN

from a highly esteemed cadre of trainers from CSBA's Governance Institute, including experts on educational issues, university professors, school board members, superintendents and CSBA staff members.

Del Alberti	Bob Carter	Ray McMullen
Nice Alterman	Elaine Collins	Joel Montero
Ron Bennett	Leslie DeMersseman	Barry Reed
Connie Benz	Judy Endeman	Ann Song-Hill
Lynn Bogart	Steve Farrar	
Bob Caine	Sherry Loofbourrow	
Davis Campbell	Molly McGee Hewitt	

For more information about the Governance Institute and its faculty, please visit [www.csba.org/gi/](http://www.csba.org/gi/).

West Sacramento, CA 95691-1660

# MODULE DESCRIPTIONS

# DATES AND LOCATIONS

## FOUNDATIONS OF EFFECTIVE GOVERNANCE

*Note: This module must be taken prior to enrolling in any other module.*  
This module provides the foundation for all of the other Masters in Governance trainings. Participants will learn about the roles and responsibilities of the governance team, with specific focus on the two core concepts of the Masters in Governance program: trusteeship and governance.

## HUMAN RESOURCES

The district's ability to provide a high-quality educational program depends on the talents of its personnel. This session will explore the elements of employing a superintendent who matches the district's vision; maintaining a positive working relationship with the superintendent; evaluating the superintendent according to established criteria; and establishing a framework for sound personnel practices across the district.

## COMMUNITY RELATIONS AND ADVOCACY

Explore strategies and proven methods to build community support; keep the community and media informed; be responsive to community concerns and interests; encourage community engagement and involvement; and engage in state and national advocacy efforts.

## SETTING DIRECTION

*Note: CSBA recommends that this module be taken after the Foundations of Effective Governance module.*

The most critical task school trustees have is to set the educational direction for the school district. Attend and understand how establishing a district vision that integrates the district's beliefs, priorities, goals and success indicators serves as the driving force for all district efforts. Participants will create a vision that reflects their district's commitment and understand how it is interwoven into every facet of the district's education programs.

## SCHOOL FINANCE

Gain insight into the board's role in establishing budget priorities; ensuring appropriate processes for budget development, adoption and revision; supporting implementation of the budget; and monitoring and auditing the district's finances.



## GOVERNANCE INTEGRATION\*

This final module in the series integrates the concepts of trusteeship and the governance team with the jobs of the board.

*\*Participants must have completed all of the modules in order to attend the integration session.*

## HYATT REGENCY SACRAMENTO

Foundations of Effective Governance .....	September 10
Human Resources.....	September 10
Community Relations and Advocacy .....	September 10
Setting Direction .....	September 11
School Finance .....	September 11
Governance Integration.....	September 11

Course Schedule (for all courses)

8:00 a.m. Registration Opens

8:30 a.m. – 4:30 p.m. Training Session

## WESTIN SOUTH COAST PLAZA, COSTA MESA

Foundations of Effective Governance .....	October 1
Human Resources.....	October 1
Community Relations and Advocacy .....	October 1
Setting Direction .....	October 2
School Finance .....	October 2
Governance Integration .....	October 2

Course Schedule (for all courses)

8:00 a.m. Registration Opens

8:30 a.m. – 4:30 p.m. Training Session

CONFERENCE REGISTRATION

Register by mail:  
CSB Foundation,  
c/o Westamerica Bank,  
P.O. Box 1450, Suisun  
City, CA 94585-4450

Register by phone:  
with purchase order or  
Visa/MasterCard/  
American Express number  
(800) 266-3382, ext. 3287

Register by FAX:  
with purchase order or  
Visa/MasterCard/  
American Express number  
(916) 371-3407

Register on  
www.csba.org

**Attend one module per day:** Foundations of Effective Governance; Human Resources; Community Relations and Advocacy; Setting Direction; School Finance; Governance Integration

Name \_\_\_\_\_ Title \_\_\_\_\_

District/County Office\* \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**Registration Fee — CSBA Member\*: \$190 per module**  
(includes materials and lunch)

<p><b>Foundations of Effective Governance</b></p> <p><input type="checkbox"/> Will attend Sacramento, September 10</p> <p><input type="checkbox"/> Will attend Costa Mesa, October 1</p>	<p><b>School Finance</b></p> <p><input type="checkbox"/> Will attend Sacramento, September 11</p> <p><input type="checkbox"/> Will attend Costa Mesa, October 2</p>
<p><b>Human Resources</b></p> <p><input type="checkbox"/> Will attend Sacramento, September 10</p> <p><input type="checkbox"/> Will attend Costa Mesa, October 1</p>	<p><b>Governance Integration*</b></p> <p><input type="checkbox"/> Will attend Sacramento, September 11</p> <p><input type="checkbox"/> Will attend Costa Mesa, October 2</p>
<p><b>Community Relations and Advocacy</b></p> <p><input type="checkbox"/> Will attend Sacramento, September 10</p> <p><input type="checkbox"/> Will attend Costa Mesa, October 1</p>	<p><i>*Participants must have completed all of the modules in order to attend the integration session.</i></p> <p><input type="checkbox"/> <b>Check here if enrolled in the Masters in Governance Program</b></p>
<p><b>Setting Direction</b></p> <p><input type="checkbox"/> Will attend Sacramento, September 11</p> <p><input type="checkbox"/> Will attend Costa Mesa, October 2</p>	<p><b>Total Enclosed: \$ _____</b></p>

P.O./Visa/MasterCard/American Express/Check # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ Name as it Appears on Credit Card \_\_\_\_\_

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# DATES AND LOCATIONS

## HYATT REGENCY SACRAMENTO

Foundations of Effective Governance .....	September 10
Human Resources.....	September 10
Community Relations and Advocacy .....	September 10
Setting Direction .....	September 11
School Finance .....	September 11
Governance Integration.....	September 11

Course Schedule (for all courses)  
 10:00 a.m. Registration Opens  
 8:30 a.m. – 4:30 p.m. Training Session

## WESTIN SOUTH COAST PLAZA, COSTA MESA

Foundations of Effective Governance .....	October 1
Human Resources.....	October 1
Community Relations and Advocacy .....	October 1
Setting Direction .....	October 2
School Finance .....	October 2
Governance Integration .....	October 2

Course Schedule (for all courses)  
 10:00 a.m. Registration Opens  
 8:30 a.m. – 4:30 p.m. Training Session

CONFERENCE REGISTRATION

Register by mail: CSB Foundation, c/o Westamerica Bank, P.O. Box 1450, Suisun City, CA 94585-4450  
 Register by phone: with purchase order or Visa/MasterCard/American Express number (800) 266-3382, ext. 3287  
 Register by FAX: with purchase order or Visa/MasterCard/American Express number (916) 371-3407  
 Register online: www.csba.org/mig

**Attend one module per day:** Foundations of Effective Governance; Human Resources; Community Relations and Advocacy; Setting Direction; School Finance; Governance Integration

Name \_\_\_\_\_ Title \_\_\_\_\_

District/County Office\* \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

### Registration Fee — CSBA Member\*: \$190 per module (includes materials and lunch)

<b>Foundations of Effective Governance</b> <input type="checkbox"/> Will attend Sacramento, September 10 <input type="checkbox"/> Will attend Costa Mesa, October 1	<b>School Finance</b> <input type="checkbox"/> Will attend Sacramento, September 11 <input type="checkbox"/> Will attend Costa Mesa, October 2
<b>Human Resources</b> <input type="checkbox"/> Will attend Sacramento, September 10 <input type="checkbox"/> Will attend Costa Mesa, October 1	<b>Governance Integration*</b> <input type="checkbox"/> Will attend Sacramento, September 11 <input type="checkbox"/> Will attend Costa Mesa, October 2
<b>Community Relations and Advocacy</b> <input type="checkbox"/> Will attend Sacramento, September 10 <input type="checkbox"/> Will attend Costa Mesa, October 1	*Participants must have completed all of the modules in order to attend the integration session. <input type="checkbox"/> <b>Check here if enrolled in the Masters in Governance Program</b>
<b>Setting Direction</b> <input type="checkbox"/> Will attend Sacramento, September 11 <input type="checkbox"/> Will attend Costa Mesa, October 2	<b>Total Enclosed: \$</b> _____

P.O./Visa/MasterCard/American Express/Check # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ Name as it Appears on Credit Card \_\_\_\_\_

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# HOTEL INFORMATION

## HYATT REGENCY SACRAMENTO

1209 L Street | Sacramento, CA 95814 | (916) 443-1234  
 \$145 single/double — 12% hotel tax

## WESTIN SOUTH COAST PLAZA, COSTA MESA

686 Anton Boulevard | Costa Mesa, CA 92626 | (888) 627-7213  
 \$130 single/double — 8% hotel tax

### CONFERENCE RATE:

Please make reservations early. A block of guest rooms has been reserved at each location. The cut-off date for the conference rate in Sacramento is **August 16, 2004**; and the cut-off date in Costa Mesa is **September 9, 2004**. After the cut-off date, rooms will be provided on a space-available basis only and the special group rate may not be available.

If you're not enrolled in the Masters in Governance program and would like more information, please visit [www.csba.org/mig/](http://www.csba.org/mig/).

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Sacramento, CA  
permit #2097

S P R I N G 2 0 0 5

# Masters In Governance PROGRAM

Governance Education for School Trustees and Superintendents



## LEARN

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Davis Campbell	Sherry Loofbourrow	

For more information about the Governance Institute and its faculty, please visit [www.csba.org/gi/](http://www.csba.org/gi/).

West Sacramento, CA 95691-1660

# MODULE DESCRIPTIONS

## FOUNDATIONS OF EFFECTIVE GOVERNANCE

Note: This module must be taken prior to enrolling in any other module. This module provides the foundation for all of the other Masters in Governance trainings. Participants will learn about the roles and responsibilities of the governance team, with specific focus on the two core concepts of the Masters in Governance program: trusteeship and governance.

## POLICY AND JUDICIAL REVIEW

Board policies convey the board's expectations and provide direction and structure on any school-related topic. Attend this session and explore the board's policy-making role, including: identifying policy issues; developing process for developing, communicating, and supporting sound policies; reviewing, revising and evaluating policies to ensure their effectiveness; and understanding the board's role in the judicial appeal process.

## STUDENT LEARNING AND ACHIEVEMENT

This module will provide participants with an understanding of the board's differentiated role in: setting expectations for student learning; assessing student achievement and district programs through success indicators; setting requirements for building an effective curriculum; allocating appropriate resources; creating processes for curriculum development, review and adoption; and aligning strategic goals with student learning.

## SETTING DIRECTION

Note: CSBA recommends that this module be taken after Foundations of Effective Governance. The most critical task school trustees have is to set the educational direction for the district. Attend and understand how establishing a district vision that integrates the district's beliefs, priorities, goals and success indicators serves as the driving force for all district efforts. Participants will create a vision that reflects their district's commitment and understand how it is interwoven into every facet of the district's educational programs.

## COLLECTIVE BARGAINING

An effective collective bargaining process results in a reasonable employee contract that assists the district in achieving its vision. Participants will explore the governance team's role in meeting the needs of its employees as well as representing the interests of students, parents and taxpayers. Topics to be covered include: the history of collective bargaining and the legal requirements of negotiating; collective bargaining methodologies; the fiscal and programmatic impacts; and establishing a plan for communicating with the public.

## GOVERNANCE INTEGRATION\*

The final module in the series integrates the concepts of trusteeship and the governance team with the jobs of the board. *\*Participants must have completed all of the modules in order to attend the integration session.*

# DATES AND LOCATIONS

### SHERATON ANAHEIM HOTEL

Foundations of Effective Governance.....	March 18
Policy and Judicial Review .....	March 18
Student Learning and Achievement .....	March 18
Setting Direction .....	March 19
Collective Bargaining.....	March 19
Governance Integration .....	March 19

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Schedule (for all modules)  
 8:00 a.m. Registration Opens  
 8:30 a.m. – 4:30 p.m. In Session

### HYATT REGENCY SACRAMENTO

Foundations of Effective Governance.....	April 8
Policy and Judicial Review .....	April 8
Student Learning and Achievement .....	April 8
Setting Direction .....	April 9
Collective Bargaining.....	April 9
Governance Integration .....	April 9

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Schedule (for all modules)  
 8:00 a.m. Registration Opens  
 8:30 a.m. – 4:30 p.m. In Session

CONFERENCE REGISTRATION

Register by mail: CSB Foundation, c/o Westamerica Bank, P.O. Box 1450, Suisun City, CA 94585-4450  
 Register by phone: with purchase order or Visa/MasterCard/ American Express number (800) 266-3382, ext. 3287  
 Register by FAX: with purchase order or Visa/MasterCard/ American Express number (916) 371-3407  
 Register online: www.csba.org

Attend one module per day: Foundations of Effective Governance; Policy and Judicial Review; Student Learning and Achievement; Setting Direction; Collective Bargaining; or Governance Integration

Name \_\_\_\_\_ Title \_\_\_\_\_

District/County Office\* \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**Registration Fee — CSBA Member\*: \$190 per module**  
 (includes materials and lunch)

<p><b>Foundations of Effective Governance</b></p> <p><input type="checkbox"/> Will attend Anaheim, March 18  <input type="checkbox"/> Will attend Sacramento, April 8</p> <p><b>Policy and Judicial Review</b></p> <p><input type="checkbox"/> Will attend Anaheim, March 18  <input type="checkbox"/> Will attend Sacramento, April 8</p> <p><b>Student Learning and Achievement</b></p> <p><input type="checkbox"/> Will attend Anaheim, March 18  <input type="checkbox"/> Will attend Sacramento, April 8</p> <p><b>Setting Direction</b></p> <p><input type="checkbox"/> Will attend Anaheim, March 19  <input type="checkbox"/> Will attend Sacramento, April 9</p>	<p><b>Collective Bargaining</b></p> <p><input type="checkbox"/> Will attend Anaheim, March 19  <input type="checkbox"/> Will attend Sacramento, April 9</p> <p><b>Governance Integration*</b></p> <p><input type="checkbox"/> Will attend Anaheim, March 19  <input type="checkbox"/> Will attend Sacramento, April 9</p> <p><i>*Participants must have completed all of the modules in order to attend the integration session</i></p> <p><input type="checkbox"/> <b>Check here if enrolled in the Masters in Governance Program</b></p> <p><b>Total Enclosed: \$</b> _____</p>
---	---

P.O./Visa/MasterCard/American Express/Check # \_\_\_\_\_ Exp. Date \_\_\_\_\_

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# DATES AND LOCATIONS

## SHERATON ANAHEIM HOTEL

Foundations of Effective Governance.....	March 18
Policy and Judicial Review .....	March 18
Student Learning and Achievement .....	March 18
Setting Direction .....	March 19
Collective Bargaining.....	March 19
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Schedule (for all modules)  
 8:00 a.m. Registration Opens  
 8:30 a.m. – 4:30 p.m. In Session

## HYATT REGENCY SACRAMENTO

Foundations of Effective Governance.....	April 8
Policy and Judicial Review .....	April 8
Student Learning and Achievement .....	April 8
Setting Direction .....	April 9
Collective Bargaining.....	April 9
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Schedule (for all modules)  
 8:00 a.m. Registration Opens  
 8:30 a.m. – 4:30 p.m. In Session

CONFERENCE REGISTRATION

**Register by mail:** CSB Foundation, c/o Westamerica Bank, P.O. Box 1450, Suisun City, CA 94585-4450  
**Register by phone:** with purchase order or Visa/MasterCard/ American Express number (800) 266-3382, ext. 3287  
**Register by FAX:** with purchase order or Visa/MasterCard/ American Express number (916) 371-3407  
**Register online:** www.csba.org/mig

Attend one module per day: Foundations of Effective Governance; Policy and Judicial Review; Student Learning and Achievement; Setting Direction; Collective Bargaining; or Governance Integration

Name \_\_\_\_\_ Title \_\_\_\_\_

District/County Office\* \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

### Registration Fee — CSBA Member\*: \$190 per module (includes materials and lunch)

<b>Foundations of Effective Governance</b> <input type="checkbox"/> Will attend Anaheim, March 18 <input type="checkbox"/> Will attend Sacramento, April 8	<b>Collective Bargaining</b> <input type="checkbox"/> Will attend Anaheim, March 19 <input type="checkbox"/> Will attend Sacramento, April 9
<b>Policy and Judicial Review</b> <input type="checkbox"/> Will attend Anaheim, March 18 <input type="checkbox"/> Will attend Sacramento, April 8	<b>Governance Integration*</b> <input type="checkbox"/> Will attend Anaheim, March 19 <input type="checkbox"/> Will attend Sacramento, April 9
<b>Student Learning and Achievement</b> <input type="checkbox"/> Will attend Anaheim, March 18 <input type="checkbox"/> Will attend Sacramento, April 8	*Participants must have completed all of the modules in order to attend the integration session
<b>Setting Direction</b> <input type="checkbox"/> Will attend Anaheim, March 19 <input type="checkbox"/> Will attend Sacramento, April 9	<input type="checkbox"/> <b>Check here if enrolled in the Masters in Governance Program</b>
<b>Total Enclosed: \$</b> _____	

P.O./Visa/MasterCard/American Express/Check # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ Name as it Appears on Credit Card \_\_\_\_\_

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# HOTEL INFORMATION

## SHERATON ANAHEIM HOTEL

900 South Disneyland Drive  
 Anaheim, CA 92802  
 (714) 778-1700  
 \$119 single/double – 15% hotel tax

## HYATT REGENCY SACRAMENTO

1209 L Street  
 Sacramento, CA 95814  
 (800) 233-1234  
 \$129 single/double - 12% hotel tax

### CONFERENCE RATE:

Please make reservations early. A block of guest rooms has been reserved at each location. The cut-off date for the conference rate in Anaheim is **February 24, 2005**; and the cut-off date in Sacramento is **March 15, 2005**. After the cut-off date, rooms will be provided on a space-available basis only and the special group rate may not be available.

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F A L L 2 0 0 5

*Masters*  
In Governance  
P R O G R A M

Governance Education for School Trustees and Superintendents



## LEARN

*Learn from a highly esteemed cadre of trainers from CSBA's Governance Institute, including experts on educational issues, university professors, school board members, superintendents and CSBA staff members.*

Del Alberti	Elaine Collins	Molly McGee Hewitt
Nice Alterman	Bill Diedrich	Ray McMullen
Ron Bennett	Leslie DeMersseman	Joel Montero
Connie Benz	Judy Endeman	Barry Reed
Lynn Bogart	Steve Farrar	Ann Song-Hill
Bob Caine	Howard Hamilton	Annette Yee Steck
Davis Campbell	Sherry Loofbourrow	Barbara Wagner

For more information about the Governance Institute and its faculty, please visit [www.csba.org/gi/](http://www.csba.org/gi/).

# MODULE DESCRIPTIONS

## FOUNDATIONS OF EFFECTIVE GOVERNANCE

Note: This module must be taken prior to enrolling in any other module.

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## HUMAN RESOURCES

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## COMMUNITY RELATIONS AND ADVOCACY

Explore strategies and proven methods to build community support; keep the community and media informed; be responsive to community concerns and interests; encourage community engagement and involvement; and engage in state and national advocacy efforts.

## SETTING DIRECTION

Note: CSBA recommends that this module be taken after the Foundations of Effective Governance module.

The most critical task school trustees have is to set the educational direction for the school district. Attend and understand how establishing a district vision that integrates the district's beliefs, priorities, goals and success indicators serves as the driving force for all district efforts. Participants will create a vision that reflects their district's commitment and understand how it is interwoven into every facet of the district's education programs.

## SCHOOL FINANCE



Gain insight into the board's role in establishing budget priorities; ensuring appropriate processes for budget development, adoption and

revision; supporting implementation of the budget; and monitoring and auditing the district's finances.

## GOVERNANCE INTEGRATION\*

This final module in the series integrates the concepts of trusteeship and the governance team with the jobs of the board.

\*Participants must have completed all of the modules in order to attend the integration session.

# DATES AND LOCATIONS

### SHERATON ANAHEIM

Foundations of Effective Governance.....	September 16
Human Resources .....	September 16
Community Relations and Advocacy .....	September 16
Setting Direction .....	September 17
School Finance .....	September 17
Governance Integration .....	September 17

#### SCHEDULE (FOR ALL MODULES)

Registration opens 8:00 a.m.  
In session 8:30 a.m. – 4:30 p.m.

### HYATT REGENCY SACRAMENTO

Foundations of Effective Governance.....	October 21
Human Resources .....	October 21
Community Relations and Advocacy .....	October 21
Setting Direction .....	October 22
School Finance .....	October 22
Governance Integration .....	October 22

#### SCHEDULE (FOR ALL MODULES)

Registration opens 8:00 a.m.  
In session 8:30 a.m. – 4:30 p.m.

CONFERENCE REGISTRATION

**Register by mail:**  
CSB Foundation,  
c/o Westamerica Bank,  
P.O. Box 1450, Suisun City,  
CA 94585-4450

**Register by phone:**  
with purchase order or  
Visa/MasterCard/  
American Express number  
(800) 266-3382, ext. 3287

**Register by FAX:**  
with purchase order or  
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American Express number  
(916) 371-3407

**Register online:**  
www.csba.org

**Attend one module per day:** Foundations of Effective Governance; Human Resources; Community Relations and Advocacy; Setting Direction; School Finance; Governance Integration

Name \_\_\_\_\_ Title \_\_\_\_\_

District/County Office\* \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**Registration Fees** (includes materials and lunch)  
CSBA Member\*: \$190 per module  
Masters in Governance Graduates: \$95 per module

#### Foundations of Effective Governance

- Will attend Anaheim, September 16
- Will attend Sacramento, October 21

#### Human Resources

- Will attend Anaheim, September 16
- Will attend Sacramento, October 21

#### Community Relations and Advocacy

- Will attend Anaheim, September 16
- Will attend Sacramento, October 21

#### Setting Direction

- Will attend Anaheim, September 17
- Will attend Sacramento, October 22

#### School Finance

- Will attend Anaheim, September 17
- Will attend Sacramento, October 22

#### Governance Integration\*

- Will attend Anaheim, September 17
- Will attend Sacramento, October 22

\*Participants must complete all of the other modules in order to attend Governance Integration.

**Check here if enrolled in the Masters in Governance Program**

**Check here if a graduate of the Masters in Governance Program**

**Total Enclosed: \$ \_\_\_\_\_**

P.O./Visa/MasterCard/American Express/Check # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ Name as it Appears on Credit Card \_\_\_\_\_

\*Individual board members and district/county office employees are considered members of CSBA if their district/county office is a member of CSBA. There will be an additional \$10 fee for all on-site registrations. The pre-registration fee is effective one week prior to the conference. Due to our accounting procedures, it will be necessary to process any registration received after that time as an on-site registration. **Note: Cancellations must be received in writing one week prior to the date of the conference. There will be a \$40 cancellation fee after the one-week deadline. No refunds for no-shows.**

# DATES AND LOCATIONS

## SHERATON ANAHEIM

Foundations of Effective Governance.....	September 16
Human Resources .....	September 16
Community Relations and Advocacy .....	September 16
Setting Direction .....	September 17
School Finance .....	September 17
Governance Integration .....	September 17

### SCHEDULE (FOR ALL MODULES)

Registration opens 8:00 a.m.  
In session 8:30 a.m. – 4:30 p.m.

## HYATT REGENCY SACRAMENTO

Foundations of Effective Governance.....	October 21
Human Resources .....	October 21
Community Relations and Advocacy .....	October 21
Setting Direction .....	October 22
School Finance .....	October 22
Governance Integration .....	October 22

### SCHEDULE (FOR ALL MODULES)

Registration opens 8:00 a.m.  
In session 8:30 a.m. – 4:30 p.m.

CONFERENCE REGISTRATION

**Register by mail:** CSB Foundation, c/o Westamerica Bank, P.O. Box 1450, Suisun City, CA 94585-4450  
**Register by phone:** with purchase order or Visa/MasterCard/ American Express number (800) 266-3382, ext. 3287  
**Register by FAX:** with purchase order or Visa/MasterCard/ American Express number (916) 371-3407  
**Register online:** www.csba.org/mig

**Attend one module per day:** Foundations of Effective Governance; Human Resources; Community Relations and Advocacy; Setting Direction; School Finance; Governance Integration

Name \_\_\_\_\_ Title \_\_\_\_\_

District/County Office\* \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

### Registration Fees (includes materials and lunch)

CSBA Member\*: \$190 per module  
Masters in Governance Graduates: \$95 per module

#### Foundations of Effective Governance

- Will attend Anaheim, September 16  
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# HOTEL INFORMATION

## SHERATON ANAHEIM HOTEL

900 South Disneyland Drive  
Anaheim, CA 92802  
(714) 778-1700  
\$89 single/double – 15% hotel tax

## HYATT REGENCY SACRAMENTO

1209 L Street  
Sacramento, CA 95814  
(916) 443-1234  
\$129 single/double – 12% hotel tax

### CONFERENCE RATE:

Please make reservations early. A block of guest rooms has been reserved at each location. The cut-off date for the conference rate in Anaheim is **August 25, 2005**; and the cut-off date in Sacramento is **September 30, 2005**. After the cut-off date, rooms will be provided on a space-available basis only and the special group rate may not be available.

*If you're not enrolled in the Masters in Governance program and would like more information, please visit [www.csba.org/mig/](http://www.csba.org/mig/).*