



# Rural Education National Forum

Connecting Schools, Jobs, & Communities  
for Rural Prosperity

October 31–November 1, 2013  
Greater Columbus Convention Center  
Columbus, Ohio

Hosted by:



Department  
of Education

[www.BattelleforKids.org/Go/RuralForum](http://www.BattelleforKids.org/Go/RuralForum)

State partners:





# Rural Education National Forum

## Connecting Schools, Jobs, & Communities for Rural Prosperity

October 31–November 1, 2013

Greater Columbus Convention Center

### Schedule at a Glance

#### Thursday, October 31

7:30–8:30 a.m.	Registration/Continental Breakfast
8:30–9 a.m.	Welcome
9–9:30 a.m.	Keynote: Jim Mahoney
9:30–10 a.m.	Keynote: Jeff Charbonneau
10–10:15 a.m.	Q&A with Jim Mahoney and Jeff Charbonneau
10:15–10:30 a.m.	Time for Travel
10:30–11:45 a.m.	Learning Sessions
11:45 a.m.–12:45 p.m.	Lunch <i>Introductory Remarks: Dr. Richard A. Ross, Ohio's Superintendent of Public Instruction</i> <i>Luncheon Remarks and Q&amp;A: Arne Duncan, U.S. Secretary of Education</i>
1–2 p.m.	Keynote: Patrick Carr
2–2:15 p.m.	Time for Travel
2:15–3:30 p.m.	Learning Sessions
3:30–4:30 p.m.	Collaboration 101

#### Friday, November 1

7:30–8:30 a.m.	Coffee/Connect & Collaborate Sessions Registration/Continental Breakfast
8:30–8:45 a.m.	Welcome
8:45–10:15 a.m.	Keynote: Emily Pilloton
10:15–10:30 a.m.	Time for Travel
10:30–11:45 a.m.	Learning Sessions
11:45 a.m.–12:45 p.m.	Lunch
12:45–1:45 p.m.	Connect & Collaborate Town Hall Meeting
1:45–2 p.m.	Closing Remarks

*Schedule subject to change.*

# Keynote Speakers



**Thursday • 11:45 a.m.–12:45 p.m.**

**Arne Duncan, U.S. Secretary of Education**

Room: Grand Ballroom 2

Arne Duncan is the ninth U.S. Secretary of Education. He has served in this post since his confirmation by the U.S. Senate on January 20, 2009, following his nomination by President Barack Obama. Duncan's tenure as secretary has been marked by a number of significant accomplishments on behalf of American students and teachers. He helped to secure congressional support for President Obama's investments in education, including the American Recovery and Reinvestment Act's \$100 billion to fund 325,000 teaching jobs, increases in Pell grants, reform efforts such as Race to the Top and Investing in Innovation, and interventions in low-performing schools. Under Duncan's leadership at the Department, the Race to the Top program has the incentives, guidance, and flexibility it needs to support reforms in states. During Duncan's tenure, the Department has launched a comprehensive effort to transform the teaching profession.



**Thursday • 9–9:30 a.m.**

**Highly Effective Teacher Research: Connecting Teachers with Powerful Practices**

Jim Mahoney, Executive Director, Battelle for Kids  
Room: Grand Ballroom 2

For over five years, Battelle for Kids has been conducting research on highly effective teachers to answer the question, "What makes some teachers more effective than others?" This research shows that great educators integrate their practice across the four dimensions of effectiveness of the BFK•Connect™ Framework: Relationships; Continuous Improvement; High Expectations; and Stable Environment. Attend this session to hear about the research findings, and learn how the BFK•Connect™ Framework helps teachers assess their strengths and stretch core instructional practices into more powerful integrated practices. Attendees will develop an understanding of how rural education leaders can connect to the powerful practices that accelerate student achievement.



**Thursday • 9:30–10 a.m.**

**Welcome to Another Day in Paradise**

Jeff Charbonneau, 2013 National Teacher of the Year  
Room: Grand Ballroom 2

Jeff Charbonneau greets his students every day with the words, 'Welcome back to another day in paradise.' Jeff believes that paradise must be built, maintained, and improved by removing the words 'can't,' 'too hard,' and 'impossible' from our vocabulary. He understands that many students feel the "hard" sciences are too difficult, and it is his job to support their learning by breaking down the content and creating interactive learning experiences. Jeff speaks passionately about teaching more than just chemistry, physics, engineering, and technology—he helps his students foster self-confidence, academic success, collaboration, and dedication. Learn what makes Jeff the teacher he has become and how to create the conditions that enable teachers like Jeff to grow and develop in every school.



**Thursday • 1–2 p.m.**

**Growing Your Own: The Key Role of Education in the Fight Against Brain Drain**

Patrick Carr, Author and Associate Professor of Sociology at Rutgers University  
Room: Grand Ballroom 2

As many small towns and rural areas face up to the debilitating effects of brain drain, this presentation will focus on the key role that education and educators have in combatting this problem. Specifically, educators should devote resources to all youth to ensure that those who are the mainstays of rural America are prepared to lead and thrive in the modern economy. Additionally, education has a key role in convening local and regional stakeholders and in planning for the future.



**Friday • 8:45–10:15 a.m.**

**If You Build It: Design, Education, and Possibility**

Emily Pilloton, Founder and Executive Director, Project H Design  
Room: Grand Ballroom 2

Emily Pilloton, educator, designer, and builder, will tell the story of 13 students who transformed the face of their hometown. Using creativity and citizenship as their toolbox, Emily and her students designed and built a new future for a rural southern community and made the case for design-based STEM education as a community catalyst.



# Learning Session Topics

Unlike traditional conferences where attendees come and listen to speakers and experts, this Forum is designed to facilitate two-way conversations. Learning sessions will provide attendees the opportunity to hear from educational leaders and practitioners from around the country on critical rural education issues, then participate in discussions with presenters and other attendees.

Learning sessions will focus on timely, relevant topics, including:

## **Educator Effectiveness—What’s Working for Rural Schools & Students?**

Effective educators increase student achievement by encouraging students to discover their unique strengths and limitless potential. These sessions will investigate how to advance rural-oriented innovations that expand educator effectiveness, extend the reach of the most effective educators, strengthen principal/teacher/team leadership capacity, and support greater student ownership.

## **Community Engagement—Collaboration Among all Stakeholders to Listen, Inform, and Influence Decisions that are Mutually Beneficial**

Rural schools need to be globally competitive and locally relevant in terms of increasing student outcomes. These sessions will explore how rural districts can leverage new ideas and strategies to respond to a global reality and better prepare students for college, careers, and life.

## **Economic Development—Connecting Schools, Jobs & Communities for Rural Prosperity**

Research suggests that a strategic, well-designed, and supported local education and economic development framework correlates to lower unemployment and poverty rates and higher graduation rates. These sessions will look at how to design and sustain local/regional collaborative leadership around college- and career-readiness to improve education and economic outcomes for rural communities.

# Thursday, October 31

## Educator Effectiveness

### What's Working for Rural Schools & Students?

#### Learning Sessions • 10:30–11:45 a.m.

##### **Collaborative Professional Development:**

##### **Building Capacity, Collaboration, and Influence**

Presenters: Mark Glasbrenner, Battelle for Kids; Angie Gussler, Northern Local School District; Grant Fauver, Coshocton City Schools (OH)

Room: C110

In this session, participants will learn about collaborative professional development structures and opportunities from practitioners in the Ohio Appalachian Collaborative. Examples of collaborative professional development both within and among districts will be shared. Participants will have the opportunity to interact and participate in a question-and-answer session.

##### **30 Days to School Turnaround**

Presenters: Jason Smith and Amanda Powell, Greenup County High School (KY)

Room: C111

Attendees will learn how they can use a continuous planning cycle called a 30/60/90 day plan for continuous improvement. Attendees will see samples of the last three years of Greenup County High School's 30/60/90 day plan. Presenters will share how to develop Big Rock needs and goals based on data and create strategies every 30 days to meet school turnaround goals.

##### **The Student Experience™ Survey: Capturing Student Feedback**

Presenter: Jamie Meade, Battelle for Kids (OH)

Room: C112

Come and explore how student feedback, when combined with other measures, can be a powerful tool to support educational improvement. In collaboration with the Gallup organization, Battelle for Kids has developed The Student Experience™ Survey to capture student feedback at the classroom-level around four key themes—Hope, Engagement, Belonging, and Classroom Management—to provide a brief snapshot of where students are in their learning experience. Learn how the feedback and data-driven response strategies can support teacher development and promote enduring student success.

##### **Why FIP Now?**

Presenter: Mary Peters, Battelle for Kids (OH)

Room: C113

Rural schools across Ohio are implementing formative instructional practices (FIP)—formal and informal ways of gathering and responding to evidence of student learning in order to accelerate achievement. Come to this session to learn more about how these research-based practices are impacting students and helping educators succeed with critical education improvement efforts, including the implementation of new standards, assessments, and evaluation processes.

##### **Improving Teacher Quality Through Strategic Compensation**

Presenter: Clint A. Satterfield, Trousdale County Board of Education (TN)

Room: C115

Trousdale County's percentage of local funding is 23 percent less than the state average; however, the district continues to annually outperform state achievement levels with some of the highest proficiency rates in the state. This presentation will outline how the district strategically aligns compensation, job-embedded professional development, and career progression to improve teacher quality and student outcomes. The presentation will provide an in-depth review of the district's strategic compensation plan and how value-added results and the state's annual teacher evaluation are linked to student outcomes and human capital decisions.

##### **The Art and Science of Teaching Science**

Presenter: Jeff Charbonneau, 2013 National Teacher of the Year (WA)

Room: C120/121

One of the largest obstacles that Jeff Charbonneau, 2013 National Teacher of the Year, faces in his teaching career is convincing students to sign up for his classes. Student confidence in the sciences often serves as a roadblock to students' educational careers. From creating an outdoor hiking club and a statewide robotics competition, to securing 24 college credits while in high school for students in his chemistry, physics, and engineering programs, Jeff has experienced several successes and many failures in the quest to increase student confidence in the sciences. Join him in this session as he shares his experiences and gives specific strategies on how to build a science program that places student success and confidence at the forefront.

# Thursday, October 31

## Educator Effectiveness, *continued*

### What's Working for Rural Schools & Students?

#### Learning Sessions • 10:30–11:45 a.m.

##### **Academic Growth—The 10,000-foot View**

Presenter: Bill Heath, Lawrence County Schools (TN)

Room: C122

Educators are often provided disjointed and unconnected “in the weeds” resources and training to improved student academic growth. Educators must understand the “10,000-foot view” of addressing student academic growth to fully comprehend how all the “in the weeds” resources and training actually come together to impact growth in a positive way.

##### **National Rural Leaders Panel Discussion:**

##### **Challenges and Successes of Effective Rural Educators**

Panelists: John Hill, National Rural Education Association; John White, U.S. Department of Education; Carissa Miller, Council of Chief State School Officers; Jeffrey Schwartz, Appalachian Regional Commission

Panel Moderator: Tom Oster, Oster Consulting

Room: C123/124

A panel of national leaders from various rural/education organizations will share perspectives from their organization's unique focus and mission around challenges and successes of rural districts to build cultures of educator effectiveness. A range of experiences and topics will be explored including ideas around the Common Core, professional learning, implementing funded initiatives, and others. This facilitated discussion will include time for audience interaction through Q/A.

## Community Engagement

### Collaboration Among all Stakeholders to Listen, Inform, & Influence Decisions that are Mutually Beneficial

#### Learning Sessions • 2:15–3:30 p.m.

##### **Reconnecting McDowell: Early Lessons Learned**

Presenters: Reconnecting McDowell Partner Team: Gayle Manchin, West Virginia Board of Education; Bob Brown and Shital Shah, American Federation of Teachers (WV)

Room: C110

Reconnecting McDowell is a comprehensive, long-term effort to make educational improvement in McDowell County, West Virginia the route to a brighter economic future. Partners from business, foundations, government, nonprofit agencies, and labor organizations have committed, in a signed covenant, to seeking solutions to McDowell's complex problems—poverty, underperforming schools, drug and alcohol abuse, housing shortages, limited medical services, and inadequate access to technology and transportation. Each partner has agreed to provide services, money, products, and/or expertise to lift McDowell County's schools, students, and their families. This session will focus on early progress and lessons learned on this truly unprecedented collaboration.

##### **Southeastern Ohio Professional Collaboratives**

Presenters: Thomas Perkins, Northern Local Schools and CORAS; Dr. Richard Murray, CORAS; Dr. Dottie Erb, Marietta College; Dr. Rae White, Muskingum University; Dr. Renee Middleton, Ohio University; Dr. Nanetta Fults, Rio Grande University; Dr. Darrell Rudmann, Shawnee State University (SEOTDC) (OH)

Room: C111  
For more than 25 years, the Coalition of Rural and Appalachian Schools (CORAS) has had a singular mission to advocate support for the public schools of Appalachia Ohio and the continuous improvement of educational opportunities available to all the region's children. The Southeastern Ohio Teacher Development Collaborative (SEOTDC), provides dynamic opportunities for SE rural educators P-16. Spring 2013 regional forums were held to share information about recent legislation, specifically the Third Grade Reading Guarantee and the OTES/OPES instruments. These results, as well as ongoing efforts to support the recruitment, pre-service learning, development, and retention of teachers will be included. Joint professional modules including co-teaching and mentorship will be outlined. These two organizations are grassroots collaboratives that have emerged in response to rural needs. Attend this session and hear the stories of their collaboration challenges and successes.

# Thursday, October 31

## Community Engagement, *continued*

Collaboration Among all Stakeholders to Listen, Inform, & Influence Decisions that are Mutually Beneficial

### Learning Sessions • 2:15–3:30 p.m.

#### **Ohio Appalachian Collaborative (OAC) Personalized Learning Network: Connecting Educators**

Presenters: Bobby Dodd, New Lexington High School; Colleen McElligott, Battelle for Kids; Amanda Pierce, Morgan Local Schools (OH)  
Room: C112

This session will share the story of the OAC Personalized Learning Network, a network of Appalachian educators sharing best practices, lesson plans, tips, and tools of the trade through online digital platforms. Personalized learning is all about what works for you, no matter how you choose to engage digitally. Hear from two practitioners in the region. One will focus on methods that schools and/or districts can use to communicate with stakeholders using social media. The second will explain how educators utilize social media in their classrooms. The session will illustrate the importance of collaboration between educators within schools and districts and give attendees ideas on how to apply this in their schools and/or districts.

#### **Linking School and Community**

Presenter: Matt Curtis and Kimberly Jones, Trimble High School; Dr. Michael Hess, Ohio University (OH)  
Room: C113

Trimble Local Schools in Athens County Ohio is near the bottom of the list of low-wealth schools in Ohio. But, in the small town of Glouster, population 1,791, a spirit of community has come alive through the work of the Glouster Project. Organized by a group of caring community leaders, the project has worked for several years on a variety of improvement projects. Presenters will show how the community's project has provided collaboration with high school students, involving them in authentic work and research, including restoring an old local landmark.

#### **“Uncommon” Approach to Leadership: The Core of Academic Success**

Presenter: Mike Garren, Jason Vance, Jennifer Malone, Melanie Amburn, Loudon County Schools (TN)  
Room: C114

With an eye on Common Core, this session will highlight the use of individual student data to increase accountability, assist with district planning, guide administrative assignments, drive goal setting and professional development, and influence technology initiatives while strongly emphasizing how students can become more responsible for their own data, which will impact gap closures.

#### **Ohio's Third Grade Reading Guarantee—Lessons for Other States**

Presenter: Sasheen Phillips, Ohio Department of Education  
Room: C115

Ohio's Third Grade Reading Guarantee is a program to identify students behind in reading from kindergarten through third grade. Schools are providing targeted help from highly qualified reading instructors to make sure students are on track for reading success by the end of third grade. In this session, attendees will receive an early report on what Ohio has learned from this bold initiative, and how other school leaders can apply these lessons.

#### **A Place-Based Approach to Improving Educational Outcomes in Rural Appalachia**

Presenters: Dreama Gentry and Kevin Hall, Berea College Partners for Education (KY)  
Room: C123/124

Partners for Education at Berea College utilizes a place-based approach to improving educational outcomes in 18 Appalachian Kentucky counties. Our philosophy is to braid services and align funding streams to optimize results. Through a suite of programs, including the first rural Promise Neighborhood Implementation Grant and two GEAR UP grants, Partners for Education leverages \$18 million dollars annually to serve 15,000 children. We will share our journey and lessons learned.

### Collaboration 101 • 3:30–4:30 p.m.

#### **Collaboration 101: Creating and Sustaining High-Performing Collaboratives**

Presenters: Dr. Judy VanVoorhis and Bobby Moore, Battelle for Kids (OH)  
Room: Grand Ballroom 2

Research is clear: collaboratives work. The Ohio Appalachian Collaborative (OAC) and SOAR are two examples of Battelle for Kids' collaboratives that have outperformed other districts working independently. Participants will learn how the districts in these collaboratives stayed ahead of the curve, leveraged strengths, accelerated student growth, improved teacher effectiveness, increased college and career readiness, and joined forces to generate resources. Participants will learn the four dynamics for successful collaboration and key moves needed for those wishing to strengthen their collaborative or start a collaborative.



# Friday, November 1

## Economic Development

### Connecting Schools, Jobs, & Communities for Rural Prosperity

#### Learning Sessions • 10:30–11:45 a.m.

##### **Entrepreneurship in Education**

Presenter: Eric Mills, Connected Nation (KY)

Room: C110

Entrepreneurship in Education is an initiative committed to providing students with the knowledge, skills, and motivation to encourage entrepreneurial success in a variety of settings. It offers hope for those who are seeking employment or outlets for those who want to enter into creative ventures. This presentation by a leading technology organization committed to bringing affordable, high-speed Internet and broadband-enabled resources to all Americans, will share its work with authentic examples that have worked in different regions and states, some of which are in very economically challenged areas.

##### **If You Want to Go Fast, Go Alone. If You Want to Go Far, Go Together**

Presenters: Pamela Noeth, Battelle for Kids and Tasha Werry, Marietta City Schools (OH)

Room: C111

The Ohio Appalachian Collaborative has created a community of 21 school districts, business partners, higher education partners, and families that are focused on promoting college and career readiness for students. This presentation outlines the blueprint for building such partnerships, including a strong focus on concrete college- and career-readiness strategies communities can use to enhance students' academic preparation, accessibility to future careers, and aspirations to succeed.

##### **Starting with the Student in Mind: One at a Time!**

Presenters: Jim Takett, Forward in the Fifth; Teresa Lockhart, University of Pikeville (KY)

Room: C113

Student success is often defined in many ways—engagement in classroom learning, scores on local and state assessments, graduation rates, and a successful transition into a career. This session will take a step back and explore the need and possible strategies one can employ to build a meaningful relationship with our students prior to tackling the rigorous standards set before us. Once a bond has been established, the latter is much easier to achieve.

##### **Put Me In, Coach**

Presenter: Mickey Blevins, McMinn County Board of Education; Diane Vinson, McMinn County Schools (TN)

Room: C114

With the Common Core, PARCC, Common Formative Assessments, student focus and motivation, and district demands, our professionals need help to sweep past defensive obstacles and advance up the instructional field to ensure the winning scores and educational advancement and success for our students. Today's educational challenges mean no one remains on the sidelines. We must have a team that demands "Put me in, Coach." Attendees will learn how to implement in an instructional coach system where there is limited funding. Discussion will focus on looking at sources of data to determine the continued steps, placement, and training of instructional coaches to be highly effective in their respective schools.



## Friday, November 1

### Economic Development, *continued*

#### Connecting Schools, Jobs, & Communities for Rural Prosperity

#### Learning Sessions • 10:30–11:45 a.m.

##### **Appalachian Renaissance Initiative**

Presenters: Dessie Bolling and Jeff Hawkins, Kentucky Valley Educational Cooperative (KY)

Room: C120/121

This presentation will focus on two significant components of an integrated regional approach designed to improve education attainment and workforce alignment in rural Kentucky. The Perpetuating Excellence in Teaching, Leadership, and Learning (PETLL) Framework is a practitioner-developed response to the needs of rural schools and districts based on a research-based approach to continuous improvement and leads to sustainable success from the inside-out. A broad cross-section of leaders from across the region have worked to initiate and establish the Appalachian Innovations Collaborative (AIC) in the Central Kentucky Coalfield region. The AIC actively engages key stakeholders from across the region in the process to move from conversation to action. Participants will learn how rural educators created systems, resources, and tools that led to a revival in educational achievement and economic development as the region focuses effort on creating a vibrant “edu-conomy.”

##### **Career Technical Education (CTE)...What Does its Future Hold? Or Does it Hold the Future?**

Presenter: Thomas N. Applegate, Ohio Association of Career and Technical Superintendents (OH)

Room: C122

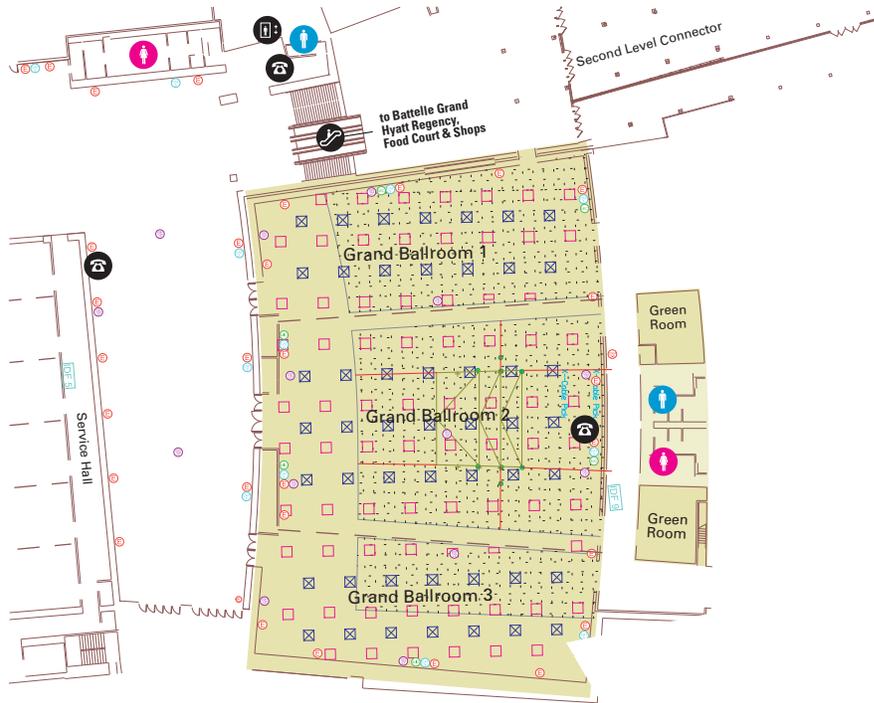
Career Technical Education is contributing to the achievement of economic prosperity which demands a high-quality workforce. Establishing a workforce development system that results in all learners earning post-secondary credentials is the critical ingredient. The presenter will share current trends in CTE from various perspectives.

##### **STEM as a Civic Catalyst**

Presenter: Emily Pilloton, Project H Design

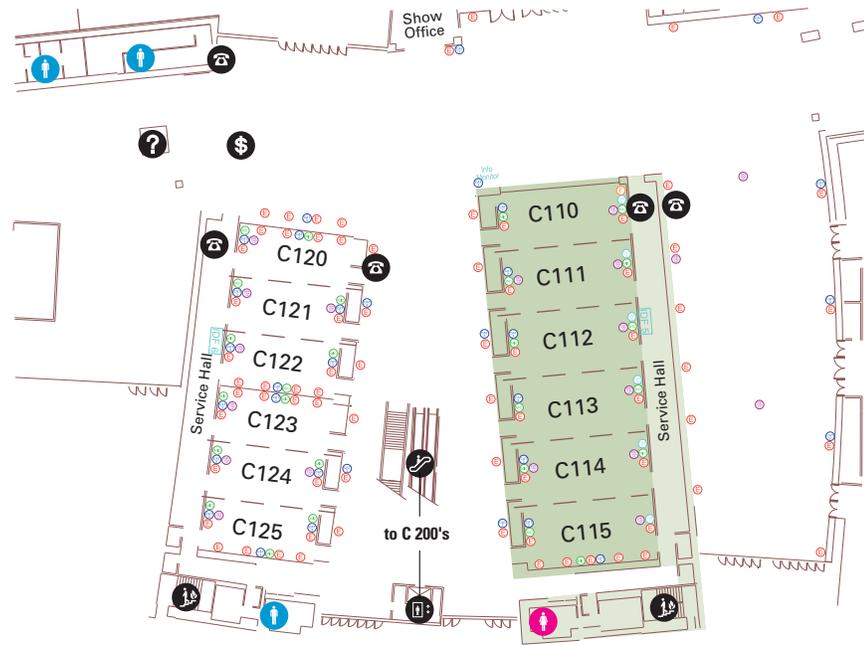
Room: C123/124

In an interactive and creative session, Emily Pilloton will help participants embrace crazy revolutionary ideas to transform their educational, institutional, or organizational practice. Inspired by Project H’s design/build projects with high school and middle school students, Emily will make the case for creativity as a ladder and lifeboat to elevate public practice.



# Grand Ballrooms 1-3

# Learning Session Rooms



**MAP KEY**

- Women's Restroom
- Men's Restroom
- Escalator
- Passenger Elevator
- House Phone
- Emergency Exit

- ATM
- Information
- High Power Electric Hook-Up
- Internet Hook-up: 10Mbps
- Internet Hook-up: 100Mbps
- Electric Hook-Up

- XLR Microphone Input
- Fiber Connection to MDF
- Sound Cabinet

# Register online at: [www.BattelleforKids.org/Go/RuralForum](http://www.BattelleforKids.org/Go/RuralForum) by October 18, 2013

## Registration Fees

- 2-Day Registration: \$475, includes continental breakfast and lunch
- 1-Day registration (Thursday): \$250, includes continental breakfast and lunch
- Early Bird Rate: \$450 (register by September 13)

Payment options include credit card, check, or purchase order. Please include a note that indicates your payment is for the Rural Forum.

Make purchase orders and checks payable to:  
Battelle for Kids  
1160 Dublin Road, Suite 500  
Columbus, OH 43215

## Cancellation & Refund Policy

Refunds or credits will only be offered for cancellations submitted via the registration website at least 10 days prior to the event. Cancellations received less than 10 days prior to the event will be eligible for a refund equal to 50 percent of your registration fee to cover meal and administrative costs. "No-shows" are not eligible for a refund.

## Accommodations

**Hyatt Regency Columbus**  
350 North High Street  
Columbus, OH 43215  
(614) 463-1234  
[www.hyatt.com](http://www.hyatt.com)

Event Rate: \$124/night (plus tax)  
Rate Deadline: October 9, 2013  
Reservation Code: Rural Education National Forum

## Questions?

Battelle for Kids  
614-481-3141 ext. 147  
[KButler@BattelleforKids.org](mailto:KButler@BattelleforKids.org)

## Graduate Credit

Graduate credit will be available to attendees who participate in both days of the Forum. Details coming soon.

**Red Roof Inn Columbus Downtown**  
111 East Nationwide Boulevard  
Columbus, OH 43215  
(614) 224-6539  
[www.redroof-columbus-downtown.com](http://www.redroof-columbus-downtown.com)

Event Rate: \$75/night (plus tax)  
Rate Deadline: September 30, 2013  
Reservation Code: Battelle-Rural



# Join the conversation!

We will be using #RuralEdForum to share event details.



Battelle for Kids is a national, not-for-profit organization that provides strategic counsel and innovative solutions for today's complex educational improvement challenges. Our mission-driven team of education, technology, communications, and business professionals specializes in creating strategies that advance the development of human capital, the implementation strategic measures, and communication with all stakeholders in schools. At the heart of this work is an unwavering focus on accelerating student growth.



The Ohio Department of Education (ODE) oversees the state's public education system, which includes public school districts, joint vocational school districts and charter schools. The department also monitors educational service centers, other regional education providers, early learning and childcare programs, and private schools.

State partners:

