

All registrants will receive one year of CUE membership and a \$40 voucher for use on any future ACSA professional learning event.

# Leadership 3.0 Symposium

## Leadership • Technology • Innovation

### Learn Globally, Lead Locally

April 15-17, 2010

Santa Clara Marriott ■ 2700 Mission College Boulevard, Santa Clara, CA 95054

The Leadership 3.0 Symposium is a unique event designed by school administrators, for school administrators. It features ways that technology can be used, and is being used, to not only assist school and districts to work efficiently, but also to close the achievement gap, differentiate instruction, increase collaboration, and maximize motivation. If you are a busy superintendent, principal, district office leader or other K-12 administrator interested in ensuring that all students are prepared for the future you won't want to miss Leadership 3.0, a collaborative effort of the Association of California School Administrators (ACSA), Computer Using Educators (CUE), and the Technology Information Center for Administrative Leadership (TICAL).

## keynote presentation

**friday, april 16, 2010**  
**12:30 - 2:15 p.m.**



### American Education in the Age of Globalization

*Yong Zhao, distinguished professor, College of Education, Michigan State University*

Yong Zhao is a University Distinguished Professor at the College of Education, Michigan State University, where he also serves as the founding director of the Center for Teaching and Technology, executive director of the Confucius Institute, as well as the

US-China Center for Research on Educational Excellence. Zhao is the author of, *Catching Up or Leading the Way*, a remarkable book that is changing the debate about what's wrong and what's right with American education and where it should be going. Based on his own experience as a student in China and as a parent of children attending school in the United States, Zhao skewers conventional wisdom while setting straight the recent history and current state of US schools.

## breakout sessions include:

- Cell Phones in the Classroom – Jeremy Davis
- Long Distance Interviews Using Internet Audio and Video – Mark Miller
- Netbooks and Open Source: Rethinking Laptops and Learning – Jim Klein
- One High School's Transition to Smarter Students and Teachers – Stephen Phelps
- PowerPointlessness: The Art of Electronic Chloroform – Bob Blackney
- Revenge of the Digital Textbook, and other Great Open Source Resources – Brian Bridges
- The Virtual Learning Academy – Maribeth Arlia
- Using Google Docs to Increase Collaboration, Manage Your School and Increase Student Achievement – Todd Roth
- With Power Comes Responsibility: Internet Awareness and Safety – Mark Wagner

**and over 30 more!**

## pre-conferences

**thursday, april 15, 2010**

*(pre-conference sessions require an additional fee beyond basic Symposium Registration)*

### AM Workshops (9:00 a.m. – 12:00 p.m.)

- Web 2.0 Overview: Tools for Busy Administrators - Susan Brooks Young
- Teacher Observations using an iPod touch (Includes an iPod touch) – Kevin Silberberg
- School Tour (limited to the first 50 people)

### PM Workshops (1:30 p.m. - 4:30 p.m.)

- Leadership in a Changing World - Bob Blackney
- Flip into Movie Making (Includes a Flip Video Camera) - Rushton Hurley

### All Day Session (includes lunch)

- Google Workshop for Educational Leaders – Mark Wagner

**Lead 3.0 Innovation Station, a drop in technology lab, will be available Thursday from 9:00 to 4:30 and throughout the symposium with no charge beyond basic registration.**

presented by: [www.lead3.org](http://www.lead3.org)

Follow us on Twitter @Lead3 ■ Twitter hashtag for the symposium #lead3





# Leadership 3.0 Symposium

Leadership • Technology • Innovation: Learn Globally, Lead Locally

april 15-17, 2010 • santa clara marriott, 2700 mission college boulevard, santa clara, ca 95054

sponsored by ACSA, CUE & TICAL

## registration information program no. 2670

Name \_\_\_\_\_ Last Four Digits of Social Security No. \_\_\_\_\_

Badge name \_\_\_\_\_

Position/title \_\_\_\_\_ District/office \_\_\_\_\_

Mailing address \_\_\_\_\_  home  work

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

(Area code) Cell Phone No. \_\_\_\_\_ (Area code) Other No. \_\_\_\_\_ (Area code) Fax No.\* \_\_\_\_\_

E-mail Address \_\_\_\_\_  home  work

\* I understand that by providing the fax number above, I hereby consent to receive faxes sent by or on behalf of the Association of California School Administrators.

## registration fees

*(Earlybird deadline is 3/1/10. After 3/1, registration fees increase).*

*Please complete one form per registrant.*

### SYMPOSIUM REGISTRATION

- 1-197 Earlybird Symposium Registration (EXPIRES 3/1/10) .....\$249
- 1-10 Regular Symposium Registration (BEGINNING 3/2/10) .....\$299
- 1-122 Saturday only attendance (4/17/10) .....\$125
- 1-160 Special Team Rate (for teams of 3 or more) ..... \$225 per person
- 1-80 Pre-approved co-presenter .....\$225

### PRE-CONFERENCE WORKSHOP OFFERINGS (April 15, 2010)

#### Morning Pre-conference Workshops (9:00 a.m. – 12:00 p.m.)

- 91-500 Web 2.0 Overview: Tools for Busy Administrators. .... \$115
- 92-500 Teacher Observations using an iPod Touch (includes iPod touch) ..... \$340

#### Afternoon Pre-conference Workshops (1:30 p.m. – 4:30 p.m.)

- 93-500 Leadership in a Changing World – 21st Century Skills ..... \$115
- 94-500 Flip into Movie Making (includes a Flip camera). .... \$205

#### All Day Pre-conference Workshop (includes lunch)

- 96-500 Google Workshop for Educational Leaders ..... \$230

Register for all day workshop or any combination of both AM AND PM workshops and lunch will be included.

AM or PM registrants may purchase lunch.

- 250-250 Optional Lunch ..... \$35

Lead 3.0 Innovation Station, a drop in technology learning lab, will be available throughout the symposium, Thursday-Saturday.

## method of payment (Payment must accompany registration form)

Check No. \_\_\_\_\_ \$ Amount \_\_\_\_\_

Purchase Order No. \_\_\_\_\_ \$ Amount \_\_\_\_\_

MasterCard/Visa No. \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

**please make all checks and purchase orders payable to:**  
ACSA Foundation for Educational Administration 1575 Bayshore Highway • Burlingame, CA 94010 • fax 650.692.6858

## cancellation policy:

ACSA, CUE and TICAL are not responsible for travel expenses incurred due to cancelled programs. Cancellations must be in writing and postmarked a minimum of 15 days prior to the program date to be eligible for a refund. A service fee is charged for all cancellations. The following scale will be used for all cancellation requests. **Note: Each cancellation notice received is reviewed on an individual basis to determine if a refund is warranted.**

- 60 days prior .....Full refund less \$40 service fee
- 30 days prior .....Full refund less \$50 service fee
- 15 days prior ..... 50% refund
- 14 days or less ..... No refund

## hotel information

**Santa Clara Marriott**  
**2700 Mission College Boulevard**  
**Santa Clara, CA 95054**

Make hotel reservations directly by calling the Santa Clara Marriott at 408.988.1500 by **March 10, 2010** and mention the Leadership 3.0 Symposium.

# Register Online!

Online symposium registration, as well as hotel registration is available by visiting the following site:

[www.lead3.org](http://www.lead3.org)

For more information call ACSA and ask for Educational Services: **800.608.ACSA (2272)** or **650.672.4300.**