

**Session Titles and Descriptions**  
**AASPA Technology Summit**  
**Thursday, September 12 | Virtual (All sessions will be presented in CST.)**

**A Personalized Approach to a Flexible Work Environment**

**Experience Management, Total Rewards, Work-Life Integration**

*Presented by Pete Theis, Director of Human Resources, Libertyville School District 70, Libertyville, IL*

How do we compete for, and retain, talented staff members in our non-certified positions in the current job marketplace? Learn how one district has used flexible scheduling and remote work to level the playing field with private sector companies in order to hire great staff. We will discuss the advantages and disadvantages of providing both of these opportunities to staff members, and the barriers that you may face along the way.

**Best Practices & Policies for Staff Management of Tech in Education: Social Media, AI, & Data Privacy**

**Process Management, Talent Development, Training & Development**

*Presented by Gretchen Shipley, Attorney, Partner, F3 Law, Carlsbad, CA*

We will explore the operational technology instituted by districts to support teachers in the classroom, to privacy concerns to curriculum related technology, and the advent of ChatGPT and other forms of artificial intelligence on lesson planning and student work. How we can operationalize our educators and staff to provide services in this brave new world.

**Deep Dive into Virtual Recruitment**

**Strategy, Talent Acquisition, Recruitment**

*Presented by Jamie West, Non-Instructional Recruitment Partner, Lake County Schools, Tavares, FL*

In this session, we will cover virtual hiring events from start to finish. You will learn how to use online platforms and social media for marketing your events. We will also teach you about identifying your target audience, being intentional in your messages, making virtual recruitment fun and inviting, and enhancing community involvement for success.

**Demystifying AI: A Friendly Introduction for HR**

**Process Management, Total Rewards, Work-Life Integration**

*Presented by Dr. Kendra Asbury, Director of Human Resources, Hononegah Community High School District #207, Rockton, IL*

Worried Robots Will Steal Your Job? Let's Talk About AI in HR! This session is designed to calm your fears and spark your curiosity about Artificial Intelligence (AI) in the Human Resources world. We'll break down the basics of AI in simple terms and explore how it can actually help you, not replace you.

**Digital Branding is Necessary...Make it Effective!**

**Strategy, Talent Acquisition, Recruitment**

*Presented by Kendal Gann, Strategist - Candidate Outreach & Cultivation, Tulsa Public Schools, Tulsa, OK*

Unlike 10 years ago, school districts have been placed in a world in which you must compete for student enrollment. In this session, we will go on a journey to understanding why digital branding is necessary, key steps to creating digital branding, and how to make an effective campaign. You will leave this session with nuggets of knowledge that will allow you to leverage the power of digital branding to increase enrollment and create an inviting environment for students, staff, and families alike.

**Google Tips to Make Your K-12 HR Office More Efficient**

**Process Management, Talent Development, Training & Development**

*Presented by Dr. Dale Fisher, Assistant Superintendent for Human Resources, Deerfield Public Schools District 109, Deerfield, IL*

Discover how Google's G-Suite can simplify your daily tasks in K-12 Human Resources! This presentation will focus on how Gmail, Calendar, Sheets, and Forms can help streamline essential processes like communication, scheduling, data management, and employee surveys. Whether you're a tech-savvy HR professional or just beginning, you'll learn practical tips and tricks to make your workday more efficient. From organizing tasks with Google Calendar to automating responses in Gmail, this session will show you how these user-friendly tools can transform your department's workflow. Everyone can benefit from these straightforward, powerful solutions!

**Session Titles and Descriptions**  
**AASPA Technology Summit**  
**Thursday, September 12 | Virtual (All sessions will be presented in CST.)**

**Navigating Uncharted Waters: Best Practices for Building an AI Strategy to Support HR**

**Process Management, Talent Development, Training & Development**

*Presented by Aditya Agarkar, Vice President, Product Management, Data and AI and Andrea Pusateri, Senior Director, Product Management, HR & Talent, Powerschool, Folsom, CA*

As Artificial Intelligence (AI) continues to make transformative impacts in the field of education, it brings with it the potential to revolutionize HR. Yet these advancements also introduce security and ethical challenges that must be addressed to ensure safe, fair, and effective HR and educational environments.

**The 5 Second Recruitment Strategy!**

**Strategy, Talent Acquisition, Recruitment**

*Presented by Gretchen Lawn, Consultant, Educational Service Center of Northeast Ohio, Independence, OH*

What happens in 5 seconds? 21 babies are born. Amazon sells \$7000 of product. Americans eat 1,750 pieces of pizza. And visitors to your website leave if they can't find what they're looking for. That means you have 5 seconds to recruit new hires. Learn how to design your website (or at least the HR/Career pages) to appeal to job seekers.

**Virtual Onboarding: How Three School Districts Transformed New Hire Experiences**

**Experience Management, Talent Acquisition, Onboarding & Orientation**

*Presented by Selena Blankenship, Assistant Superintendent for Human Resources, Clarke County School District, Athens, GA*

Join us as we explore how two school districts adapted to the challenges of the pandemic by implementing virtual onboarding processes. Discover how these districts not only navigated this unprecedented shift but also identified key elements of virtual onboarding that continue to add value in today's work environment. In this session, we will delve into the specific strategies and technologies these districts employed to ensure a smooth and engaging onboarding experience for new employees during the pandemic. You'll hear firsthand from district leaders about the challenges they faced, the solutions they developed, and the benefits they've seen as a result. Whether you're looking to enhance your existing onboarding process or considering a shift to more virtual practices, this session will provide examples and insights to help you succeed.

**Virtual Schools: Here's What Works**

**Process Management, Talent Development, Training & Development**

*Presented by Kip Pygman, Director of Eastern Region Client Success and Instruction, Proximity Learning, Austin, TX*

Virtual Done Right! From working with one school to one district to a whole state to a national level, I have seen virtual learning evolve over 14 years. In this session, we will discuss the best practices I have learned in my career that can increase student success. Learn how synchronous certified teachers fill shortage gaps and give students access to the teachers they deserve.

**\*Topics and Times are Subject to Change**