Thursday Workshops

Session 5

3:30 p.m. – 4:30 p.m.

Build Your AI Agent: A Hands-On Board Member's AI Challenge

Presenter:
Steven Butschi, Director of Education Go-to-Market, North America, Google

Location: Boise Centre West 100C

Category: AI

Explore the power of AI in education through this hands-on, interactive workshop. In this collaborative session, you'll design and experiment with data-protected AI-powered agents to tackle real-world board challenges, like: researching key board votes; preparing board meeting summaries; onboarding new board members; and more.

When Public Comment Becomes Public Conflict: Communication Strategies to Deal with Persistent Complaints and Social Media Pressure



Presenter:
Eva Craner, Public Information Officer, Twin Falls SD #411
Jayson Lloyd, Board Development Manager, Idaho School Boards Association

Location: Boise Centre West 100D

School boards have a responsibility to listen to their communities, but some situations become especially challenging when individuals repeatedly bring the same concerns to board meetings, attack staff or trustees publicly, use social media to amplify disputes, or attempt to pressure the board into bypassing established processes. This workshop will help Idaho school board members distinguish between legitimate public criticism—which is an important part of representative governance—and behavior that can disrupt meetings, undermine established complaint procedures, damage employee morale, or distract the board from its broader responsibilities.

Leading Beyond the Boardroom: How Rural Boards Turn Community Partnerships into Student Success



Presenter:
Adam Percifield, School Board Member, Marsing JSD #363
Norm Stewart, Superintendent, Marsing JSD #363
Jackie Yarbrough, Senior Program Officer, Blue Cross of Idaho Foundation for Health

Location: Boise Centre West 100E

Category: Community Engagement and Chair and Vice Chair

How can a school board turn community needs into measurable student success, without losing sight of local control or fiscal responsibility? Using Marsing's Community School journey as a rural case study, Marsing School Board Member/ COSSA Board Vice Chair, Adam Percifield, Superintendent Norm Stewart, and strategic partner Jackie Yarbrough will share how board leadership, student data, and community partnerships transformed an underused school building into The HUB, a center for student and family support. Participants will examine real decisions, discuss challenges with peers, and leave with a practical framework for identifying local barriers, building partnerships, setting accountability measures, and taking a first step in their own district.

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Charter Administrator Evaluation



Presenter:
Anne Ritter, Board Chair, Meridian Medical Arts Charter High School; Consultant, Idaho School Boards Association

Location: Boise Centre West 110A

Category: Charter

Evaluating a charter school administrator is one of the board's most important—and often most challenging—governance responsibilities. In many Idaho charter schools, the administrator serves in multiple leadership capacities, frequently fulfilling the responsibilities of both a superintendent and a principal. This workshop explores best practices for conducting an effective, meaningful, and fair evaluation that reflects the full scope of this complex role. Participants will discuss establishing clear expectations and goals, using evaluation criteria aligned with the school's mission and priorities, distinguishing governance-level leadership from day-to-day administrative responsibilities, providing ongoing feedback, and using evaluation results to support leadership development and school improvement. The session will also address common evaluation challenges and practical strategies for making the process productive for both the governing board and charter administrator.

What "Do Good" Can Do For You – Extra Classroom Funds from the Lottery

Presenter:
David Wordman, Public Information Specialist, Idaho Lottery

Location: Boise Centre West 110B

The Idaho Lottery has four "Do Good" programs that return extra dollars and supplies for individual classroom or school needs. Learn the inside tips to make a successful application, how to participate in the programs, and how to get extra funding for your school – up to $10,000. From new books for the library to funding rockets for 5th grade science class, the Idaho Lottery awards over $350,000 each year to teachers, librarians, and schools to fund those projects that make a difference for students. Find out how to get your school the extra funds it needs this year!

Keeping the Plan Alive: How Boards Monitor What Matters



Presenter:
Charlie Rigby, Business Development Manager, Simbli by eBOARDsolutions
Mark Willis, Chief Operating Officer, Simbli by eBOARDsolutions
Jesse Howard, Business Development Representative, Simbli by eBOARDsolutions

Location: Boise Centre West 110C

Category: Chair and Vice Chair

For a school board, a strategic plan is more than a vision statement—it is the framework for governance, accountability, and improved student outcomes. The board's role is not to manage the work, but to ensure progress, alignment, and results. This session will focus on how boards can use Simbli to strengthen oversight of the strategic plan. Participants will explore how to align board goals with district priorities, monitor measurable outcomes, review progress reports efficiently, and ensure that resources and initiatives remain aligned to adopted strategic priorities.

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Hot Topics: Idaho High School Activities Association (IHSAA)

Presenter:
Chad Williams, Executive Director, Idaho High School Activities Association

Location: Boise Centre West 110D

Category: Students

Chad Williams, Executive Director of the Idaho High School Activities Association, will present to Idaho school administrators on legislative concerns, classification, representation, playoff formats, transfer rules, and girls' wrestling expansion.

The Board Agenda Blueprint: Creating, Managing, and Amending Agendas for Effective Governance

Presenter:
Monica Pauley, Consultant, Idaho School Boards Association
Nathan Weeks, Clerk, Highland SD #305

Location: Boise Centre West 120A

Category: Clerk, Chair, and Vice Chair

A well-designed agenda is the foundation of an effective and legally compliant board meeting. This session provides Idaho school board clerks with a comprehensive understanding of the agenda process from initial creation and structure to navigating changes and amendments. Participants will explore best practices for organizing agenda items, ensuring required information is included, supporting board transparency, and understanding when and how an agenda may be amended. Learn practical strategies to manage last-minute changes, support board leadership, and maintain compliance while keeping meetings focused and effective.

School Financing 101 

Presenter:
David Mortoz, Assistant Superintendent and Business Manager, Fremont SD #215

Location: Boise Centre West 120B

Category: New Board Member

This is a great workshop for new board members and those board members who just ignore "budget" reports because it is so difficult to understand. This is a visual and great discussion about the funding of Idaho public schools. Learn where the money is coming from and how it must/can be used.

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Your Voice Matters: Advocacy in Action



Presenter:
Jason Knopp, Director of Strategic Advocacy, Idaho School Boards Association
Katie Russell, Communications & Program Specialist, Idaho School Boards Association

Location: Boise Centre West 120C

School board members bring an important local perspective to the legislative process, but effective advocacy requires more than sending a form email. This interactive workshop will introduce ISBA's new legislative advocacy platform and show members how to identify important legislation, connect with the right legislators, and personalize their outreach. Participants will also learn how to build a clear three-minute advocacy message using a local story, a key fact, and a specific request. Attendees will leave better prepared to advocate for their students, schools, and communities during the legislative session.

Charting the Course: Strategic Planning for Stronger Schools



Presenter:
Debbie Critchfield, Idaho Superintendent of Public Instruction
Kurt Liebich, President, Idaho Office of the State Board of Education
Alica Holthaus, Deputy Superintendent, Idaho Department of Education
Spencer Barzee, Deputy Superintendent, Idaho Department of Education
McKenzie Johnson, Education Policy Advisor, Office of the Governor

Location: Boise Centre West 130

Category: All

Idaho's new Strategic Performance Plans present a significant opportunity for school districts to strengthen student outcomes, enhance local governance, and align resources with community priorities. This session will provide an overview of implementation expectations, available supports, and practical strategies for developing effective plans that drive continuous improvement and meaningful results for students and why that matters.

Newly Elected ISBA Executive Board Members & Alternates

Presenter:
Misty Swanson, Executive Director, Idaho School Boards Association

Location: Boise Centre West 200 (2nd Floor)

Category: Special Audience

If you were just elected during your Region meeting to ISBA's Executive Board or an Alternate to the Executive Board, then this workshop is a must for you! This workshop will provide a preliminary orientation of what it means to be an ISBA Executive Board member or Alternate including your responsibilities, resources ISBA provides, your representation on a regional and statewide basis, and more!