

January-February 2013

Volume 7, Issue 49

Leaders & Learners

THE VOICE OF THE CANADIAN ASSOCIATION OF SCHOOL ADMINISTRATORS/L'ASSOCIATION CANADIENNE DES ADMINISTRATEURS ET DES ADMINISTRATRICES SCOLAIRES WWW.CASA-ACAS.CA

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Next issue is out in late March—send your news now.

Message From The President: The Contributions Of Partner Organizations

s I pen this opening message for our newsletter, I'm reminded of two publications our school division was featured in last week that underscored the importance of partnerships.

The first was a one-page overview in our local paper by Imperial Oil featuring their 2012 investments in our community. Their commentary included a picture and synopsis of the

friends of Education Award they received from Northern Lights School Division this past August. Imperial Oil was a deserving recipient of this award, as we have enjoyed a formal mutual partnership for over 20 years. A photo from the award ceremony has been included in this issue of *Leaders & Learners*. You'll find it on page three.

I also received the annual report from the Rural Alberta Development Fund, which featured our Mobile Trades Foundation on its cover. That program provides trades training to students through a mobile lab that was made possible through the contributions of numerous community partners, including the RADF. It is one of their showcase projects profiled for other communities to consider. You can see what the mobile trades lab is all about from the additional photos on page three.



Roger Nippard CASA president

One of my observations of my ever evolving role as superintendent is that over the past few years I spent a great deal more time making connections and forging relationships outside of the traditional educational community. We have a full-time director of community partnerships, and the time when we operated as a Lone Ranger in the delivery of learning opportunities to students is a fading memory.

Our Friends of Education Award is evidence of that paradigm shift. It is designed to be presented annually as a tangible way of recognizing the tremendous contributions partner organizations make to the field of education specifically within our jurisdiction.

Here in Alberta, one of the primary themes emerging from our provincial Inspiring Education dialogue is the need to more deeply embed schools into the fabric of their communities in conjunction with a higher degree of involvement of the community in the life of the school. While we have traditionally thought of learning occurring primarily within the physical walls of schools during regular school hours and within a defined school year, that image is becoming increasingly blurred. Today school cultures

(Continued on page 2)

Message From The Executive Director: Hardware Meets Headware At Our Annual Conference

am amazed at how my two-and-a-half-year-old grand-daughter has figured out how to use the iPad. She did not require the instruction manual to flip from screen to screen, adjust the volume, and get in and out of the apps. She really only relies on adult help when it comes time to enter words into the search engine.

All of this to say...to her future teachers, watch out!

CASA is very much looking forward to our annual conference in Newfoundland and its theme, "Where Technology Meets Pedagogy: Where Hardware Meets Headware." We in education are very much aware of the explosion in the use of technology and its impact on the students we serve every day. The theme is meant to underscore that this new reality is not about the technology or the hardware. It is about how we create exciting, engaging learning environments in which new ways of thinking and instructing emerge as a result of the impact of technology. Not only has this technological explosion had an impact on our students but, in addition, it has and will impact our districts and our responses to this generation of learners who want to be "powered on" at virtually all times.

From board and school budgets...to policies...to instructional practices including assessment...to student engagement...to

parent and community understanding of this new reality...the systems, schools and classrooms of the present and future will not and should not look and sound as they have for decades.

CASA is putting together an array of workshops and speakers who will provide examples of how, in very practical ways, they have adapted to the new realities in our classrooms, schools and districts. We



Ken Bain CASA executive director

are excited to have confirmed that **Ben Levin** will be a keynote speaker and workshop presenter. He is sure to challenge us and our thinking around the technological classroom.

Please make plans to join us in the beautiful province of Newfoundland for eastern hospitality and some excellent professional development and networking as CASA is proud to host this year's annual conference.

Message From The President: The Contributions Of Partner Organizations, continued

(Continued from page 1)

have become much more collaborative and the community has increased opportunities to become active participants in the learning process.

Our recently passed new Education Act—Bill 2—highlights the importance of partnerships in its preamble, noting "education is a shared responsibility and requires the collaboration, engagement and empowerment of all partners in

the education system, as necessary, to ensure that all students achieve their potential."

"Today school cultures have become much more collaborative."

In our global society and information age, the op-

portunities that arise to more fully engage the community in the life of the school, as well as position our schools to play a broader role in their communities, are virtually endless. It's worthwhile to note that CASA is also not immune to this trend. In fact, we too have recently appreciated a much closer working relationship with an expanded number of partners and sponsors. As that list has expanded, we have continued to produce pro-

files of our formal partners in this edition of the newsletter.

On behalf of the CASA executive, I would like to thank all of the contribu-

tors profiled for sharing their story. Enjoy the read!



Illustrating Excellence Through Partnership Collaborations: Success At Northern Lights School Division









Above: This beautiful Remembrance Day-themed artwork was created by a student taking part in the Northern Lights School Division's mobile trades lab.

Left, top: NLSD board members present the Friends of Education Award to Imperial Oil. From left, NLSD board vice-chair Rod Soholt; Donna Gingras, community and Aboriginal affairs advisor, Imperial Oil-Cold Lake Operations; Chelsie Klassen, community and Aboriginal affairs manager, Imperial Oil-Cold Lake Operations; NLSD board chair Arlene Hrynyk; Alberta Education minister Jeff Johnson.

Centre: The mobile trades lab.

Bottom: A student welding.

Photos courtesy of NLSD



Coming together is
a beginning;
keeping together is
progress; working
together is success.
—Henry Ford

Getting To Know CASA's New Executive Director: A Profile On Ken Bain

Ken Bain stepped into the role of CASA's new executive director when longtime executive director Frank Kelly stepped down in 2012.

Ken has had a 38-year career with the Hamilton-Wentworth District School Board as a teacher, elementary viceprincipal and principal, assistant superintendent, superintendent and associate director. He earned postsecondary degrees at McMaster (BA, political science), University of Toronto (BEd) and Niagara University (MSc in Education). As a principal, Ken received the Prime Minister's Award for Integration of Exceptional Pupils. As superintendent, he received the HWDSB Profiling Excellence Award and the CASA EXL Award (on behalf of the Ontario Public Supervisory Officials' Association).

Ken was born in Toronto but has spent his entire elementary and secondary school career in Hamilton public schools. He is a lifetime Hamilton Ti-Cat fan. Ken is married to Eileen, and is a father to one and a grandfather of

In this Leaders & Learners profile, readers will get to know more about Ken and his experiences in education.

You can get in touch with Ken Bain, your CASA executive director, in the following ways:

Email: ken.bain@sympatico.ca Phone: (905) 845-4254

How has education changed the most since you first entered the

Of course the most obvious change has centred around advancements in technology that have dominated the field of education.

Another very important and significant change has been the expanded role of parents and communities in the lives of schools and school districts.

Lastly, the more recent reliance on evidence-based instructional practices, research and knowledge mobilization to ensure improved student achievement.

What has remained essentially the same?

Many will say that kids have changed over the years, and in many ways they have. But kids are kids and they come to us every day with a thirst for knowledge and an eagerness to learn and grow that is timeless.

Why did you decide to get into the field of education? What sparked your interest and why?



Ken Bain at HWDSB offices.

As with most educators. I decided to enter the field of education in order to make a difference in the lives of students. As a teacher, principal and supervisory official, I have had immeasurable opportunities to influence students and staff in a positive manner.

You are the first new executive director CASA has had in many years. What are you most looking forward to accomplishing in this role?

CASA must continue to be a strong unifying organization that offers opportunities for system leaders from across Canada to learn from one another.

I am looking forward to growing the organization by

reaching out to non-member affiliates and increasing the profile of CASA to ensure we are an organization offering learning and networking opportunities with a broad national perspective.

What are some of the most pressing (Continued on page 5)



No one can whistle a symphony. It takes a whole orchestra to play it.

-H. E. Luccock

Getting To Know CASA's New Executive Director, cont'd: A Profile On Ken Bain

(Continued from page 4)

challenges facing CASA?

We must address our governance structure, our communication and outreach strategies and, of course, our financial situation. CASA is in a strong financial position, which must be maintained and grown.

You held a leadership position with the Ontario Public Supervisory Officials' Association (OPSOA) for many years. What were some of the organization's most notable achievements in recent years?

OPSOA continues to provide a strong voice for public supervisory officials in the province of Ontario. The organization offers excellent mentorship and succession planning opportunities, and has begun to address issues of equity and inclusion within our organization.

I spent an amazing year as its president, during which time I had the privilege of meeting supervisory officials across the province. I was struck by their tireless dedication to the children we have the privilege of serving.

What is the greatest lesson you have learned as a teacher and administrator?

Maintaining a positive outlook on life is so very important. I also know that a good sense of humour is key to ensuring that positive outlook.

I learned from my friend and mentor **Frank Kelly** that relationships are important. I learned the importance of always

seeking to develop and grow strong working relationships that will sustain you in good times and bad.

Without well-developed relationships, it is impossible to make the kind of difference that leaders want. Positional power and authority do not bring about impactful leadership results.

Using the power of influence through relationships results in enduring and sustainable leadership change!

Thank you, Ken, for sharing your experiences and thoughts with our readers. Best of luck in your new role.



Family means a lot to Ken, especially his wife **Eileen**, whom he describes as "such an important part of my life."

Recently the two went on an adventure in Italy, where they visited Rome's beautiful and ornate Trevi fountain.

All family photos courtesy of Ken Bain









Talent wins games, but teamwork and intelligence wins championships.

-Michael Jordan

CASA Conference Sponsoring Partner Profiles: Wintergreen

CASA has developed a number of positive partnering relationships in recent years. With this issue of *Leaders & Learners*, we continue our series of profiles on these sponsoring organizations. Remember, these companies support CASA at our annual conference and they do amazing work with many of the school districts across the country. Be sure to take the time to speak with their representatives at the annual conference in St. John's, Newfoundland, and to visit their websites to read about their most recent initiatives and products.

The first of our profiles is on **Wintergreen. Michael Hayward**, president of Wintergreen for the past seven years, took time to respond via email to a set of profile questions. Michael was a familiar face at last year's conference in Whistler, whether on the Peak2Peak experience, mingling with guests at a barbecue or representing the company at a sponsor booth. Wintergreen was a Gold sponsor (and a first-time sponsor) at last year's conference, and CASA is thrilled to welcome them back to this year's conference in St. John's.

To learn more about Wintergreen, visit www.wintergreen.ca.

Please tell our readers about your company. Wintergreen Learning Ma

Wintergreen Learning Materials was started in 1977 as a mail-order company selling predominantly

sound filmstrips to Canadian schools, districts and A/V buyers. We quickly grew into other areas within education, specializing in the pre-K to grade 6 areas.

Today, Wintergreen finds itself as one of the few Canadianowned and -operated companies supplying materials from pre-K to physical education and classroom furniture to interactive technology across Canada.

Please tell our readers a little bit about yourself.

I've been involved with the company on a full-time basis for

Michael Hayward, president of Wintergreen.

almost 25 years now, having done everything from picking and packing to taking orders on the phone.

Most of my time has been spent focusing on building our relationships with our customers through our national sales team.

"I am absolutely thrilled to be attending the 2013 conference in St. John's."

For the last seven years, my role has been that of company president, bringing new team members together to build on the foundation that exists so we can continue to thrive for years to come.

I'm personally very fortunate to have a loving family who supports me and tolerates my busy travel schedule...and I try to bring them along with me whenever I can so we can experience so many of the wonderful places this country has to offer.

How long has your company been a CASA sponsor?

Wintergreen is new to CASA as a sponsor in 2012. The draw of the conference program, the opportunity to connect with CASA members and Whistler, BC, as the location was an overwhelming trio that we didn't want to miss out on.

WINTERGREEN

Why is important for you to develop a sponsorship relationship with CASA?

As president of Wintergreen, it's important for me to continually build a network of leaders, both in and outside of education.

(Continued on page 7)



Being able to help someone learn something is a talent.

-Margaret Riel

CASA Conference Sponsoring Partner Profiles, continued: Wintergreen

(Continued from page 6)

What makes your company a good match with an organization like CASA?

CASA has the membership of key education decision makers, leaders and experienced professionals that are important to my organization and its continued success. Sponsorship of CASA and its endeavours allows us to support each other in order to deliver a world-class education to our children.

Were you able to attend the 2012 CASA conference in Whistler?

I was fortunate to be able to attend the CASA conference in Whistler in 2012.

What were your impressions of the event and of CASA members?

I was truly impressed by the response of CASA members. It was a well-run program with interesting speakers, including gold-medal winning Ashleigh McIvor.

We were pleased to sponsor a dinner and have the opportunity to get to know many CASA members.

Any plans to attend the 2013 conference in St. John's? I am absolutely thrilled to be attending the 2013 conference in St. John's this year. Somehow Newfoundland has been the



Michael shares information about Wintergreen with CASA conference participant Angela Carter at last year's event in Whistler. The conference offers all sponsors numerous opportunities for one-on-one engagement with educational leaders from across the country.

Photo by Ed Wittchen

only province in the country that I've not had the opportunity to visit and I'm looking forward to it. I've also been promised a cod-fishing trip...or was that a cod-kissing trip?

In the second se

Michael demonstrating one of Wintergreen's many products at last year's CASA conference.

Photo by Ed Wittchen

Would you like to add anything about your company and this partnership that may be of interest to our readers?

I always enjoy hearing from education leaders across the country with ideas, opportunities and general comments.

I look forward to hearing from any CASA members and can be reached by email at michael@wintergreen.ca.

Thank you, Michael, for taking part in this interview for Leaders & Learners and for Wintergreen's continued support of CASA.



Whenever ideas are shared, the result is always greater than the sum of the parts.

—Rich Willis

CASA Conference Sponsoring Partner Profiles: VS

The second of our sponsoring partner profiles is on **VS**. **Andrew Lowes**, who is the Canadian sales manager for VS America, kindly responded to the interview request.

To learn more about VS, visit www.contactVSamerica.com.

It's important that our readers get to know our CASA conference sponsors. Please tell us about your company.

VS Furniture is Europe's largest school furniture manufacturer. The company is 114 years old and is a global leader in designing furniture that supports student concentration and learning.



VS focuses on dynamic solutions that allow students to naturally move, which research shows is beneficial in the learning environment. The products are also excellent value, given the durable build quality and long life cycle.

VS is one of the few furniture companies in the world with ISO 14001, which is an environmental certification, along with ISO 90001 for manufacturing and standards certification.

The VS North American headquarters and warehouse is in Charlotte, North Carolina, and has dedicated distributors Canada wide.

Please tell our readers a little bit about yourself.

I am the Canadian sales manager for VS America, and have been involved with VS for approximately 10 years. I sold the products in "Superintendents are visionaries who support much-needed change in educational facilities."

Australia (I'm originally from Melbourne), and then in 2008 set up the range in Canada.

How long has your company been a CASA sponsor? Only one year.

Why is it important to you to develop a sponsorship relationship with CASA?

The opportunity to connect with leaders in education.

What makes your company a good match with an organization like CASA?

The principals and superintendents, for example, are visionaries who support much-needed change in educational facilities. They are aligned with 21st-century teaching methods that call for greater flexibility in learning spaces, and furnishings play a major role in this. Collaborative and inquisitive-based learning requires classroom furniture to be reconfigured.

Were you able to attend the 2012 CASA conference in Whistler?

Yes.

What were your impressions of the event and of CASA members?

Very good.

Any plans to attend the 2013 conference in St. John's? We are considering it, but being from Vancouver Island, it's quite the commitment.

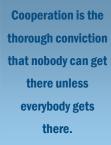
Thank you, Andrew, for taking the time to share your



Andrew Lowes at the 2012 CASA Conference in Whistler.

Photo by Ed Wittchen

responses with Leaders & Learners and with CASA members.



-Virginia Burden

CASA Conference Sponsoring Partner Profiles: Education Canada Network

The third of our sponsoring partner profiles is on **Education Canada Network**. **Mike Sproule**, vice president, took time to answer a few questions about the company.

Education Canada Network is the country's premier online education job board. Based out of Kelowna and started in 1996, Education Canada Network has been providing a highly effective and affordable way for education employers to connect with teachers and other education professionals. Since starting, Education Canada Network has helped over 1,440 employers promote their jobs and improve how they recruit personnel. Each month, over 365,000 educators visit the company's website. Job seekers can create an online profile, as well as search, browse and apply to jobs, for free.

For more information about Education Canada Network, visit www.educationcanada.com or email the company at ecn.support@educationcanada.com.

Please tell our readers about your company.

Many of you are familiar with our services. However, for those who are not, below are some of the features and benefits you receive as a member of Education Canada Network:

Maximize exposure for your jobs and get more applicants

With over 365,000 monthly visitors and the fact we don't charge applicants to apply to your jobs, we can assure that your jobs will be viewed by more teachers and other educators than any other online or print source.

Lowering your recruiting costs

All our job posting and annual packages are at levels that match or beat other online and print sources. The more jobs you post, the more views and applicants you get, the lower your overall costs go.

Reduce duplication, improve productivity

Our services integrate right into your current application and other systems. Applicants will apply as directed by your organization and/or you can download an applicant's document and import into your HR document management system.

Flexible

You can use Education Canada Network however it best suits your needs. You can post all of your jobs or just the ones you have the highest need to fill. You can search our resume database and Education Canada Network does not require you to sign a contract, nor do we require you to upload any content to your website.

Customized and interactive

Besides uploading your jobs, Education Canada Network provides your school with a customizable school profile



where you can upload videos, social media feeds, links, documents and other information that will provide potential candidates a full understanding of your organization and community/communities.

Continuously innovating

Education Canada Network is always listening to our members and adapting our services in ways that best suit your needs. Throughout the years, we have added new services that have met your requirements.

Some of these services include candidate short-listing, enhanced resume searching, multiple user logins, direct job feeds from your site to our site (or vice versa), customized online application forms and an online job fair system that can be seen at www.educationjobfairs.com.

We are confident that we can help your school board save time and money in recruiting personnel. We know this from over 1,435 education employers we have helped over the past 17 years as well as from recognition by the Auditor General (Continued on page 10)



Those who learned to collaborate and improvise most effectively have prevailed.

-Charles Darwin

CASA Conference Sponsoring Partner Profiles, continued: Education Canada Network

(Continued from page 9)

of Canada in a report they did for the government of Nunavut. In this report, it identified Education Canada Network as a valuable tool for the Nunavut Department of Education in reaching their hiring and recruiting goals. If you are not currently a member of Education Canada Network or have never been, we encourage you to contact us for more information.

Please tell our readers a little bit about yourself.

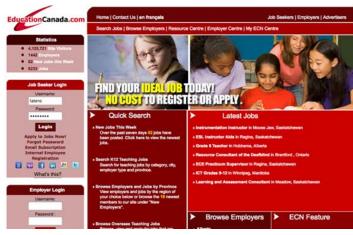
Hi, I am Mike! I am the vice president of Education Canada Network. I have been with the company since 1998, but was away for 2003. Many of you know me, as I have been a regular at your annual conferences for a long time. I am the quiet guy from British Columbia who never imposed himself on you. I value your event as a professional and market development tool. I always come away from the event refreshed, invigorated, full of new ideas and at least 100 new items on my to-do list.

How long has your company been a CASA sponsor?

Education Canada Network's relationship with CASA has been a dynamic one. We started out way back in 1996 but, due to growth and leadership changes, things went up and down. However, due to dedicated leadership on both sides, we have had a solid relationship since 2006, thanks very much to [CASA PD director] Ed Wittchen.

Why is it important to you to develop a sponsorship relationship with CASA? What makes your company a good match with an organization like CASA?

Education Canada Network feels our relationship with CASA is important as it provides us with a direct link to Canada's educational leadership. ECN values this link, as we



Education Canada Network's website has the country's top online education job boards.



Mike Sproule, vice president of Education Canada, in Whistler.

Photo by Ed Wittchen

use feedback from your members to continually evolve and improve our services. This is one of the contributing factors that has allowed us to survive and grow over the past 17 years.

Were you able to attend the 2012 CASA conference in Whistler, BC? What were your impressions of the event and of CASA members?

The event in Whistler was a great experience, like all CASA events. Like always, I admire CASA to allow their sponsor/ exhibitors to participate in your sessions. This does not happen

at other education events. This allows for more direct, oneon-one contact with your attendees, which I feel is way more valuable than the typical booth interactions. We encourage you to keep this up, as it makes us sponsors/ exhibitors feel like family.

Any plans to attend the 2013 conference in St. John's? What are you most looking forward to?

We are in current discussions to attend your 2013 event, and we are looking at the value.

Would you like to add anything about your company and this partnership that may be of interest to our readers? For those CASA members whose school boards are not

using our website, I encourage you to contact us and let us show you the value in adding Education Canada Network as part of your recruiting toolbox. I am confident we will add value to your operations.

For those CASA members in Ontario and British Columbia, I encourage you to drop me an email at mike@educationcanada.com as we have a special offer for you.

Thank you, Mike, for telling our Leaders & Learners readers about Education Canada Network, and for sharing the news about your special offer.



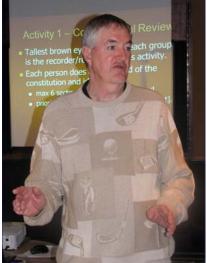
A Review Of The 2013 CASA Issue Planning Session: Part One Of The Executive Summary Report

By John Darroch

ational Executive Committee members and Provincial Affiliate Council members, joined by invited guests representing the Manitoba Association of School Superintendents (MASS), gathered in Toronto at the Intercontinental Hotel on February 1 and 2, 2013, to participate in specific group discussions and planning activities. The overall goal of the working meeting was to gain a national consensus on how to better position CASA as a national educational organization on behalf of senior system educators.

As the primary importance of the gathering was to create as national a perspective as possible, in addition to regular affiliate attendees, invitations to attend with full participant status were extended to non-member areas such as British Columbia and Manitoba. In attendance were leaders from across the country, including

- **Ken Bain**, CASA executive director
- Eldred Barnes, Newfoundland and Labrador Association of Directors of Education executive director
- Curtis Brown, Northwest Territories Superintendents' Association representation
- Robert Chartrand, Manitoba Association of School Superintendents president
- Rauda Dickinson, CASA Ontario (OPSOA) regional director
- Cindy Finn, CASA Quebec regional director
- Lee Ann Forsythe-Sells, CASA past president
- Theresa Harris, CASA board of directors OC-SOA representative
- Ken Klassen, MASS executive director
- Nick Milanetti, CASA Ontario (OCSOA) regional director
- **Bob Mills**, Association of Directors General of English School Boards of Quebec representative
- Roger Nippard, CASA president
- Kath Rhyason, CASA board of directors College of Alberta School Superintendents representative
- **Ed Wittchen**, CASA professional development/communications director
- Barry Wowk, CASA western regional director
- **John Darroch**, facilitator and former CASA president





Left: John Darroch facilitated the planning session in Toronto. Right: Kath Rhyason listens as Barry Wowk leads a discussion.

Photos by Ed Wittchen

Since the CASA Executive and Affiliate Council had participated in a strategic planning retreat as recently as September 2011, preparatory planning decisions determined that in order to optimize the limited time available, the purpose of the gathering would be more specific and defined. In consultation with Executive representatives, it was determined that the topics of **governance** and **membership** were each strategically critical to the long-term organizational health and effectiveness of CASA and should therefore form the basis of the workshop activities.

(Continued on page 12)



Left to right: Cindy Finn, Ken Klassen, Nick Milanetti and Rauda Dickinson in the midst of the working meeting.



-Walt Disney

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Our Mission

CASA exists to promote and enhance effective administration and leadership in the provision of quality in education in Canada.



Our Beliefs

- School system administration is a noble profession.
- Effective leadership and administration of school systems are essential.
- Individually and collectively, school system administrators provide leadership for quality in education.
- Communication and cooperation with other stakeholder groups in education are vital.
- Individually and collectively, school system administrators can assist one another.

Our Goals

- To provide a national voice on education matters.
- To promote and provide opportunity for professional development of the membership.
- To promote communication and liaison with national and international organizations having an interest in education.
- To provide a variety of services to the membership.
- To recognize outstanding contributions to education in Canada.

A Review Of The 2013 CASA Issue Planning Session: Part One Of The Executive Summary Report, cont'd

(Continued from page 11)

An issue-based planning approach was used, predicated on frank and open discussions, to maximize the collective intellect and energies of the participants, relative to the two topical issues within the time available. Activities included a mix of individual strategies, small group analysis, larger group discussions and prioritization, and whole group discussion and brain storming.

To help with these endeavours, a key question was created

for each of the two separate topics with the intent of having these questions help to generate as well as guide discussion, while also serving as a framework for strategic thinking. In addition to focusing on the important work at hand, participants also took time to socialize together and took in a Toronto Raptors basketball game, courtesy of long-time CASA sponsor **Xerox Canada**.

The conclusions and summaries from the day-and-a-half planning session will be explored in detail in the next issue of the *Leaders & Learners* newsletter.





Let's go, Raptors! **Barry Wowk**, **John Darroch** and **Roger Nippard** relax at a basket-ball game in Toronto, while **Ed Wittchen** gets a visit from **The Raptor** himself.

Photos courtesy of Ed Wittchen