



November-December  
2012

Volume 7, Issue 48

# Leaders & Learners

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

## Inside this issue:

Message From The Executive Director	2
Getting To Know CASA's New President: A Profile On Roger Nippard	3
CASA Conference Sponsoring Partner Profiles: MAXIMUS Canada Services, Inc.	6
Lightspeed Technologies, Inc.	9
Blackboard	11
Contact CASA	12
CASA's Mission, Beliefs And Goals	12

## Upcoming Events

- Planning is already well underway for the 2013 conference in St. John's, Newfoundland. Watch future newsletter issues and the CASA website for updates on speakers, sessions, social activities and more.

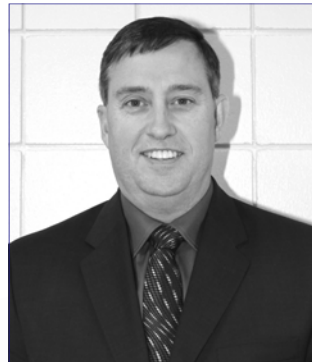
## Message From The President: On Partnerships And Collaboration

**M**andate creep is a term often applied to schools today. Fortunately, in the face of increased expectations, educators, policy-makers and families increasingly agree that schools cannot do it alone. Children need multiple opportunities to learn and grow—at home, in school and in the community.

Ironically, my first position in school division leadership was that of a partnership facilitator. Today's educational leader is typically far less of a Lone Ranger. Traits such as being collaborative and able to share leadership are highly valued and fundamental in facilitating the attainment of the expanded vision and mission.

In Alberta, our recently passed Education Act defines stakeholder roles and collaboration with municipalities, other boards and community-based agencies, in both the public and private sectors, as a core expectation.

This cooperation and collaboration is deemed to be necessary as we move toward a system that features increased expectations in terms of the personalization and customization of programming for the students we serve.



Roger Nippard  
CASA president

As we move toward a vision of schools becoming less of "our schoolhouse" to more of "everyone's house," our concept of a school is rapidly evolving.

We expect that those of us internal to the system will work collaboratively and model the competencies we expect our students to learn.

We expect that our schools will be much more effectively engaged outside of their walls with the community they serve and that the external community itself will also be much more engaged within the walls of the school.

The old adage that "education is everyone's business" is probably a far more accurate depiction of our reality today than it has ever been.

**"Our concept of a school is rapidly evolving."**

connecting the educational community across this country. We have one of the strongest education systems in the world, and CASA provides a forum for us to actively co-create a much richer educational

If I reflect on how CASA has evolved over the past few years, I see how it has played a key role in

*(Continued on page 2)*

## Message From The Executive Director: Continuing With CASA's Excellent Work

I am very excited to bring you my first *Leaders & Learners* newsletter message as the new CASA executive director! It is an honour to fill this role and I am excited about working closely with the board of directors on behalf of the affiliate members across Canada.

You are likely aware that I am replacing **Frank Kelly**, who has retired from his role as CASA executive director. Frank provided outstanding leadership and commitment to CASA while ensuring the organization was a viable and relevant organization uniting Canadian senior education leaders.

Frank will be missed at the CASA board of directors' table and at our annual conference. On behalf of CASA, I want to extend my appreciation to Frank for his years of service to the enhancement of educational leadership at the national level.

I have been a proud and committed member of the CASA board of directors for many years, representing OPSOA. I have attended CASA summer conferences across the country from the north (Whitehorse) to the east (St. John's and Halifax) to the centre (Quebec City) and to the west (Calgary).

CASA is an important organization, as we unite district leaders in the pursuit of excellence in daily leadership practices.

It is vitally important that we create and sustain opportunities for leaders across the country to engage in conversations about what works best "on the ground" in our districts and divisions.

I look forward to advancing the interests of CASA. I am committed to working closely with the CASA board and all of our affiliate members to make sure that our organization continues the excellent work that has already begun.

Best wishes for a successful year!



Ken Bain  
CASA executive director

## Message From The President: On Partnerships And Collaboration, continued

*(Continued from page 1)*  
fabric as we serve an increasingly diverse population across Canada, from coast to coast to coast.

While our organization has provided structured opportunities for us to connect and learn from each other, it has also developed strong positive relationships with a number of our private sector partners. Those sponsors are profiled starting in this edition and you will note that many have a long-standing relationship with our organization.

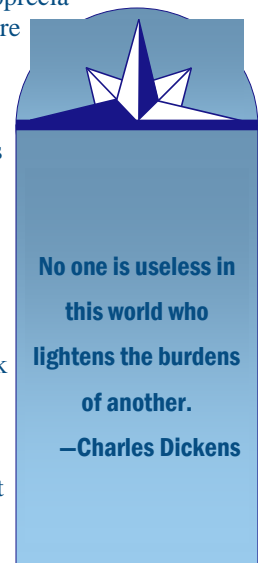
Creating an inspired vision of a preferred future requires an understanding of our larger societal context, that we strengthen our ties to our communities and their leaders, that we follow through on our commitments and that we develop trusting relationships.

**"CASA has played a key role in connecting the educational community across this country."**

The work that we are doing in our various contexts across this country is worth sharing. I trust that this edition of our newsletter will give you a greater appreciation of the important work that we are engaged in at this time.

For those of us involved in school system leadership, the pace of our work can be quite frenetic. When one devotes their work life to the service of others, we can sometimes unintentionally lose track of those closest to us—our own family.

Enjoy this holiday season and I trust you will find time to relax and connect with family and friends.



## Getting To Know CASA's New President: A Profile On Roger Nippard

Roger Nippard stepped into the role of CASA's new president this summer, taking over from Lee Ann Forsyth-Sells who had served as president for the past two years.

Roger was born and raised in Newfoundland, where he also started his career in education. Since 2001, however, he has worked in northeastern Alberta as part of the team at Northern Lights School Division. He served as Northern Light's assistant superintendent for a number of years before taking over as superintendent in 2007. Roger is also the past president of the College of Alberta School Superintendents.

In this *Leaders & Learners* profile, readers get a glimpse into Roger's thoughts on education, his career, his "home" school division, his family and more.

You can get in touch with Roger Nippard, your 2012-2013 CASA president, in the following ways:

Email: roger.nippard@nlsd.ab.ca  
Phone: (780) 826-3145

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

My father was a teacher and principal, and my four siblings and I grew up in a family and community where education was highly valued. The concept of "social interest," giving of oneself to others, and contributing to the community were values my parents highly prized. All of us went to university and three of us completed education degrees, although I'm the only one who has spent their entire work career in the education sector.

### *How has education changed the most since you first entered the field?*

Education was much simpler in the late 20th century when I began my teaching career as a junior and senior high special education teacher in Roddickton, Newfoundland. In those



Roger Nippard fly fishing on a beautiful remote river in the Northwest Territories.  
Photo by Ed Wittchen

days, curriculum was primarily content driven and the teacher was the "sage on the stage" or "reservoir of knowledge." There was only one right answer to a question, often found in the back of the book, but students weren't allowed to look.


Today's teacher is primarily a "teacher of learning" instead of a subject teacher, and much more focused on teaching to the upper levels of Bloom's taxonomy. Great teachers have always known that their job isn't to provide answers, but instead to generate questions.

Today's teacher has to have a greater system of support, as they need to also model, experience and assess in their practice competencies such as collaboration, creativity and citizenship that students are expected to have in the global information age.

### *What has remained essentially the same?*

As superintendent I visit classrooms, and while students come from far more diverse backgrounds and have many more challenges and developmental issues than in the past, I still think that at the core kids are still kids. The vast majority of kids are fun to be with and keep educators young at heart.

Fundamentally each one of us works with the most precious resource in  
(Continued on page 4)



**That best portion of  
a good man's life:  
his little, nameless,  
unremembered acts  
of kindness and  
love.**

**—William  
Wordsworth**

## Getting To Know CASA's New President, continued: A Profile On Roger Nippard

*(Continued from page 3)*

our society, and we get to make a difference each and every day in the life of a child. The interactions and relationships that we develop can fundamentally change the trajectory of not just a child's life but their family as well.

### ***What are some of your board's most notable achievements in recent years?***

I joined Northern Lights School Division in 2001, as I perceived it to be somewhat of a "maverick" in the field of education. It has a long-standing reputation for innovation and has won the Premier's Award for Innovation in Alberta once and twice been the runner-up. It has a huge focus on everyone being a leader and is intentional in terms of building capacity.

Since its formation in 1995, the division has had only three superintendents and all three have served as president of the College of Alberta School Superintendents.

In recent years, we have focused on personalization and customization of programming and experienced an explosion of fine arts programming. We now have over 700 students in band programming across our system and I'm quite proud of that accomplishment.

### ***What sort of challenges has the board faced lately, and how is it meeting them?***

The relationship between a board and its superintendent sets the tone for the entire system. I have been incredibly blessed to work with a board that has worked with system stakeholders to co-create a vision for education and refined their governance structure to align with that vision. My board has wrestled with the balance between a traditional governance model, focused on their fiduciary responsibilities, and incorporating a more generative approach to governance to more effectively engage the community.

From the premier, MLAs, other school board colleagues through their professional associations, local municipal governance counterparts, community organizations, students, school councils, and staff, strong relationships have been



The one that didn't get away: **Roger Nippard** (right) holds onto a 24-pound, 43.5-inch Northern Pike that he caught on the Great Slave Lake.

*Photo by Ed Wittchen*

built and maintained that greatly enhance our work.

### ***What do you feel are some of your own personal achievements in the field of education?***

That's a difficult question, as education is a "people business" and any achievements are ultimately the result of a collective effort. If I reflect on my career, I have always enjoyed trying something new and pushing the envelope in terms of generating opportunities for students. I've piloted and helped introduce numerous programs to better serve children and families, both within the school and community contexts.

From Networks of Family Resource Centres, to National Work Experience Partnerships, to an array of locally developed courses and curricula, and an expansion of programming choices under the public umbrella, I've been very fortunate to work with "community" leaders to identify needs, articulate a preferred vision and then take collective ac-

*(Continued on page 5)*

A blue rectangular box with a white paper boat icon at the top. Inside the box, there is a quote in white text.

**For it is in giving  
that we receive.  
—Francis of Assisi**

## Getting To Know CASA's New President, continued: A Profile On Roger Nippard

(Continued from page 4)

tion to make that vision a reality.

**What are you most proud of when it comes to your work as an educator?**

The most rewarding aspect of being an educator is having students take the time over the years to express their appreciation for making a difference in their lives. I still have numerous former students who keep in contact and others who occasionally remember some incident or event and take the time to re-connect. Those moments make the decision to pursue a career in the field of education one that I have never regretted.

**Outside of your work in education, what is your greatest achievement or most proud moment, and why?**

The best decision I ever made was marrying my wife, **Marilyn**, 31 years ago and we have been blessed with three great children.

To be an effective educator you have to care deeply about others. Caring can be difficult as you have to be willing to give of yourself. When you are generous in terms of your time and relationships to others, it is sometimes easy to take for granted those closest to you. Marilyn has been exceptional at keeping me more balanced in that regard.

Leaving a legacy isn't an option and ultimately my legacy is my children. I'm most proud of who they have become.

**What is the greatest lesson you have learned as a teacher/education administrator? How did you learn it, or who or what taught you this lesson?**

I've learned that lessons learned within the work context are



Roger Nippard with his daughter (and fellow educator) **Deanne Carey** (right) pose with Olympic medalist **Ashleigh McIvor** at the 2012 CASA conference in Whistler, BC, this past July.

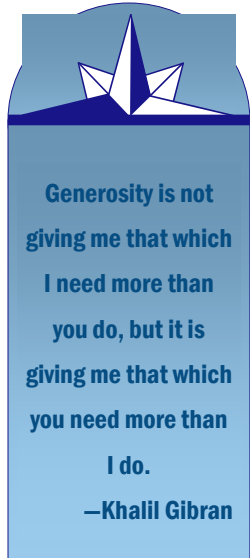
Photo by Ed Wittchen

**“The most rewarding aspect of being an educator is having students take the time over the years to express their appreciation for making a difference in their lives.”**

equally applicable in the overall context of life. I grew up with parents who believed deeply that giving is the highest level of living. That success in life has nothing to do with what you gain or accomplish for yourself, but what you do for others.

Since moving to Northern Lights School Division, I have also come to more fully appreciate the importance of leadership and learning. Leadership is important in accomplishing our goals, and although there are positions of formal leadership, everyone is a leader. We lead first and foremost ourselves, and as leaders within the field of education we need to be the “lead learners” for our organizations.

**Thank you, Roger, for sharing your thoughts with our readers. Best of luck in your term as president.**



**Generosity is not giving me that which I need more than you do, but it is giving me that which you need more than I do.**

**—Khalil Gibran**

## CASA Conference Sponsoring Partner Profiles: MAXIMUS Canada Services, Inc.

CASA has developed a number of positive partnering relationships in recent years. In this and future issues of *Leaders & Learners*, we will feature profiles of some of these sponsoring organizations. These are companies that support CASA at our annual conference and do great 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 and to visit their websites to learn more about their most recent initiatives and products.

The first of these sponsoring partner profiles is on **MAXIMUS Canada Services, Inc.** **Dr. Philip E. Geiger**, a senior vice president with the company, was gracious enough to take part in an email interview.

To learn more about MAXIMUS, visit [www.maximuscanada.ca](http://www.maximuscanada.ca).

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

Since our inception in 1975, MAXIMUS (MAXIMUS Canada Services, Inc. is a wholly owned subsidiary) has been at the forefront of innovation in meeting our mission of "Helping Government Serve the People."

We provide products and services throughout Canada, all 50 states through the United States, Australia and the United Kingdom. Our history of dedication and commitment to the needs of government sets MAXIMUS apart from our competitors. Our multidisciplinary services and delivery systems are designed to make government more efficient and cost-effective while improving the quality of services offered to millions of program beneficiaries.

MAXIMUS has more than 8,000 employees and provides a diverse set of products and consulting services, including

- educational services and systems in elementary, secondary (K-12) and higher education
- human service program evaluations and quality assurance
- investigations and program compliance
- systems development and implementation
- maintenance and operations of human service programs and systems
- change management and performance analytics

# MAXIMUS® | Canada

- government program financial consulting for cost plan development, user fees and rate setting

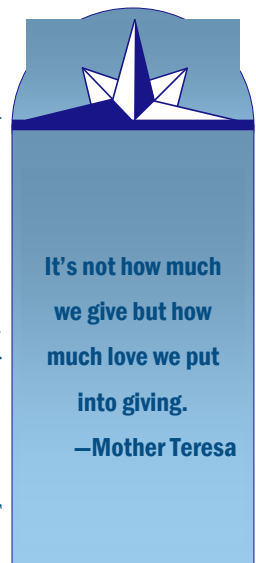
TIENET currently serves approximately 2.65 million students in more than 650 school districts, including the entire province of Nova Scotia and 19 US states.

MAXIMUS provides services to small one-school districts to medium-sized districts to large cities such as New York, Chicago, Tucson and Albuquerque, as well as province- and state-wide implementations in Nova Scotia, North Dakota and numerous implementations in large intermediate districts and service agencies.

We have recently been selected by the Northwest Territories and York Regional School Board to provide their special education case management software and services as well.

The flexibility and customization capabilities of TIENET sets our solution apart from our competitors.

Over 300,000 educators are successfully using the TIENET system. Our special education clients have been with us for many years and we have helped them substantially reduce paperwork and the reporting burden through our state-of-the-art TIENET  
*(Continued on page 7)*



## CASA Conference Sponsoring Partner Profiles, continued: MAXIMUS Canada Services, Inc.

*(Continued from page 6)*

technology, leaving more time for direct attention to students.

MAXIMUS Canada Services offers end-to-end solutions for education with TIENET, the web-based educational software that “does it all.” TIENET has modules that can be used separately or as a comprehensive system. They include

- special education management
- response to Intervention (RtI)
- instructional management
- online testing
- E-portfolio
- 504 and accommodations

TIENET is endorsed by the Council of Administrators of Special Education (CASE). TIENET is proven technology that is improving education.

We are also able to transfer data between more than 65 different student information systems so we can connect TIENET to virtually any SIS system school boards are using.

### *Please tell our readers a little bit about yourself.*

Currently I serve as the senior vice president of the K12 Education practice within our Human Services segment, having previously been president of the K12 division for 10 years.

Prior to joining MAXIMUS, I was a member of the Governor’s Cabinet for the State of Arizona, and president of several education-related companies. For most of my professional career, I served as the school director (superintendent of schools in the US) for school boards in New Jersey and Massachusetts.

My wife **Roseann** and I have four grown children and 10 grandchildren. All of our children have completed college, and three of the four have advanced degrees. Our daughter-in-law hails from Nova Scotia.

I hold an MBA from the Wharton School of Finance of the



**Robert Allen** (left) presents information about MAXIMUS to CASA conference attendees at the annual conference in Whistler in July 2012.

*Photo by Ed Wittchen*

University of Pennsylvania, as well as a doctorate and two Master’s degrees in educational leadership, counselling and applied human development from Teachers College-Columbia University, where I was also an adjunct assistant professor for several years.

Due to the extensive use of TIENET, I generally travel more than 110,000 air miles annually, but I still have time for publishing numerous professional articles and for non-fiction reading.

My personal motto is “Carpe Diem!” Even when I was the school district leader and my family and I moved to the district that I served, I felt that there was urgency to our work.

Children only go through school one time, and we need to provide the best possible program and services each and every time. At MAXIMUS Canada Services, I have worked hard to serve our clients in the same way, as we want to be certain of their continued improvement and success.

*(Continued on page 8)*

A graphic featuring a white paper airplane flying over a blue background. Below the airplane is a quote by Winston Churchill.

**We make a living by  
what we get. We  
make a life by what  
we give.**  
—Winston Churchill

## CASA Conference Sponsoring Partner Profiles, continued: MAXIMUS Canada Services, Inc.

*(Continued from page 7)*

### **How long has your company been a CASA sponsor?**

This is the first year that MAXIMUS Canada Services has been a CASA sponsor. However, we look forward to partnering with CASA for many years to come.

### **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?**

MAXIMUS Canada Services is extremely pleased to be a CASA sponsor and to partner with an organization that so perfectly aligns with our business practices and our clientele.

CASA serves school boards, as does MAXIMUS Canada Services. We currently serve the entire province of Nova Scotia and have recently contracted with the York Regional School Board in Ontario and the Northwest Territories.

MAXIMUS Canada Services looks forward to partnering with more Canadian school boards that can benefit from the services we provide.

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

**Robert Allen** and I attended the 2012 CASA conference in Whistler, and thought it was hands down the best conference we have ever attended.

The event provided various networking opportunities that really allowed everyone to get to know each other on a personal and professional level. The CASA members were extremely gracious and welcoming and went out of their way to interact with all the sponsors.

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

We will be at CASA's 2013 conference. We are looking forward to meeting up with contacts made last year, making new relationships and sharing the successes that our current Canadian clients have had using TIENET.



**Dr. Philip Greiger** (left) and **Robert Allen** of MAXIMUS took part in various conference activities in Whistler this past July, as did many of the other conference sponsors.

*Photo by Ed Wittchen*

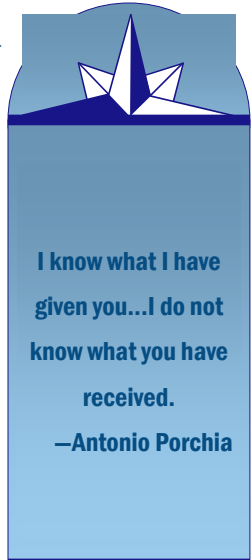
### **Would you like to add anything about your company and this partnership that may be of interest to our readers?**

MAXIMUS Canada Services is a wholly owned subsidiary of MAXIMUS Inc., which trades on the New York Stock Exchange under the symbol MMS.

We predominantly serve only public sector clients, and also have a major presence in the health-related fields in many provinces in Canada. We expect to expand our educational offerings rapidly throughout Canada.

Our main MAXIMUS Canada Services office is located in Victoria, BC, with other significant offices in Ontario and PEI. Our K12 education office is located in Markham, Ontario, where we can be reached by phone at (289) 789-1460. I can also be reached personally by email at philipgeiger@maximus.com.

**Thank you, Dr. Geiger, for taking the time to share your responses with Leaders & Learners and with CASA members.**



**I know what I have  
given you...I do not  
know what you have  
received.**

**—Antonio Porchia**



## CASA Conference Sponsoring Partner Profiles: Lightspeed Technologies, Inc.

The second of our sponsoring partner profiles is on Lightspeed Technologies, Inc. The following article was provided by **Kim Bell**, Lightspeed's western Canada business development manager. Kim is very passionate about her product and her relationships with the school communities, whether in large cities like Calgary (where she lives) or smaller remote communities like Dawson Creek, BC, whether in First Nation communities like Onion Lake, Saskatchewan, or presenting to a group of audiology consultants in Manitoba the benefits of integrating deaf and hard of hearing students into a regular classroom scenario.

Kim's goal is to share the benefits of providing classroom audio with all educators so that every student can hear what their teacher and their peers are saying, especially the soft-spoken shy ones. Kim loves hearing from teachers who state that they don't know how they ever taught without a Lightspeed system before. It is incredibly rewarding, she says, to watch the students embrace the small, durable infrared REDMIC to read aloud, have a class discussion, do a hands-free presentation to other students and watch them all follow along.

To learn more about Lightspeed, visit [www.lightspeed-tek.com](http://www.lightspeed-tek.com).

**L**ightspeed is an engineering company specializing in infrared classroom audio technology. These easy-to-use audio systems are designed to deliver optimum speech intelligibility, overcome classroom noise and provide crystal-clear sound to all students regardless of where they may be seated or where the teacher may be standing.

In this age of multiple technologies in the classrooms, ambient noise is increased. Many students at the back of the class may only be hearing one in six words the teacher is saying. In addition, teachers using Lightspeed systems report reduced vocal fatigue and strain, improved classroom management, and increased academic performance without changing curriculum or teaching methods.

Established in 1990, Lightspeed Technologies, Inc., manufactured wireless microphones used in the entertainment industry. In 1994, Lightspeed introduced a line of high-quality classroom audio systems and made a total commitment to improve the learning environment for students all over the world. Lightspeed continues to invest in research and development to provide the best technology, most reliable products and best service in the industry.

Lightspeed provides built-in classroom audio systems for renovation and new school construction, but their most successful and popular product is the portable, all-in-one, no-install audio system called the REDCAT. The REDCAT uses flat-panel Exciter technology, which bathes the room with clear, intelligible sound without being loud and distracting. It sounds as if the person talking is right there beside you, even though they may be in the front of the room, turned away from you facing the board.

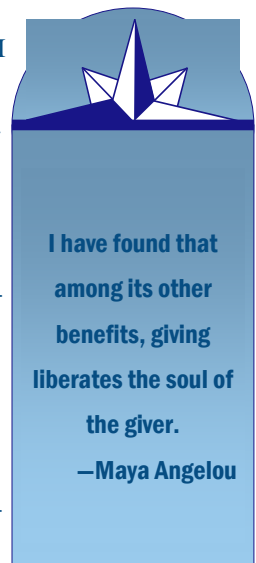
Implementing classroom audio helps all children participate, engage and interact, and not miss key lessons being taught. Teachers have more energy at the end of the day, as they can now speak in a normal tone of voice, are less stressed due to fewer redirections and have better classroom management.

A recent product evaluation conducted in the US by renowned audiologist **Dan Ostergren** showed results that show when students are not using a classroom audio system, they heard on average 10,000 intelligible words a day. But when using a system such as REDCAT, they heard over 15,000 words in one day. That is a significant increase using something that has little to no learning curve for teachers to set up and use. There are huge long-term outcomes in the learning environment as well.

The Whistler CASA conference was a first for Lightspeed. My team and I provided and set up the portable REDCAT systems in all of the breakout rooms so that regardless of how many people attended the sessions, the presenters could be heard clearly. The presenters were also able to wirelessly connect audio with the REDCATS for their PowerPoint presentations and videos, as well as speak into the REDMIKE microphones at the same time.

I felt that the conference was very successful due to the calibre of presenters. Many of them were superin-

*(Continued on page 10)*



I have found that  
among its other  
benefits, giving  
liberates the soul of  
the giver.  
—Maya Angelou

## CASA Conference Sponsoring Partner Profiles, continued: Lightspeed Technologies, Inc.

*(Continued from page 9)*

tendents speaking to their peers. The quality of the exhibitors was also apparent and appreciated.

The conference itself was well organized, friendly, open, and offered many opportunities for interaction between the exhibitors and participants during business and social activities. The delegates were there to learn about solutions that would help teachers, improve the classroom experience and, most importantly, help students learn, which is why they are all there in the first place!

Let's not forget the social activities: white-water rafting, ziplining, taking the chairlift up to the top of Whistler Mountain, mountain biking, hiking, shopping, dining, and taking in the beauty and splendor of the backdrop of Whistler Village and scenery.

I am very much looking forward to CASA's 2013 conference in Newfoundland, as I have never been there before. More importantly, I want to be a part of a great group of professionals and wonderful people that strive to be the best they can be and take back new and innovative ideas for the future of their youth, their staff and their communities. I will once again be providing REDCATS for the breakout rooms.

Lightspeed believes that ALL children deserve equal access to classroom instruction. We are dedicated to providing the best listening-learning environment possible, ensuring every student hears every word, every time, and to providing teachers with tools that enhance their ability to maintain attention and manage the classroom.

In Canada, Lightspeed has representatives that will provide demo systems to schools and school divisions. There is no charge for these evaluations, as they are designed to help educators determine



Sponsoring partners take part in the entire conference. Here Wintergreen president **Michael Hayward** and his fiancée **Natalie Scott** enjoy the Peak2Peak experience.  
*Photo by Ed Wittchen*

which of Lightspeed's products will best meet the specific requirements of each classroom.

To learn more, you can visit our website or contact me at [kim.bell@lightspeed-tek.com](mailto:kim.bell@lightspeed-tek.com) or (587) 433-5300.

I look forward to speaking with many of you about my passion for our company's work at the next conference in July 2013 in beautiful St. John's.



**Kathy Dubreuil** of SMART Technologies and **David Sawchuk** of Precision Media join in the conference barbecue, one of many socializing opportunities.  
*Photo by Ed Wittchen*



**There is no small act of kindness. Every compassionate act makes large the world.**

**—Mary Anne Radmacher**

## CASA Conference Sponsoring Partner Profiles: Blackboard

The third of our sponsoring partner profiles is on Blackboard. **Sanjeev Ahuja**, vice president of K12 Marketing at Blackboard, kindly took part in an email interview with *Leaders & Learners*.

To learn more about Blackboard, visit [www.blackboard.com](http://www.blackboard.com).

### *Please tell our readers about your company.*

Blackboard is one of the pioneers of building technology for schools and colleges. More than half the schools in the US use one of our solutions.

Our K12 solutions are focused on technologies that facilitate online teaching and learning, and enhancing how schools communicate with students and parents. We offer two software suites for K-12, our Teaching & Learning Suite and our Communications Suite.

Our Teaching & Learning Suite is for schools interested in putting courses online or professional development.

Our Communications Suite provides notification services, mobile access, and a school and classroom web presence.

For schools looking to provide students and parents with a 360-degree view of learning both in and out of the classroom, we offer Edline by Blackboard Engage, a website solution used by over 20,000 schools worldwide.

### *Please tell our readers a little bit about yourself.*

I am the vice president of K12 Marketing at Blackboard, where I focus on the company's K-12 market strategy and demand generation activities.

I have spent the majority of my 20-year career in technology and am extremely passionate about education and the technologies that help enhance school-home communications and teaching and learning. I have an undergraduate degree from UMass, Amherst, and a Master's in Integrated Marketing from Northwestern University.

Originally a native of India, I now am a resident of Chicago and am enthused to be part of the digital transformation that is about to sweep the entire world of education.

### *How long has your company been a CASA sponsor?*

We have been a conference sponsor for two years, and recently partnered with CASA to provide a new association



Two of **Sanjeev Ahuja's** Blackboard colleagues **Keith Marquez** and **Brian Carlson** relaxing between events at the 2012 conference in Whistler, BC.

*Photo by Ed Wittchen*

website coming in 2013.

### *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?*

CASA strives to create effective administrators and leaders in Canadian education, and we strive to create online learning tools that enhance the education experience for all members of the learning community, including making the jobs of administrators and leaders more streamlined and time-efficient.

We consider CASA and its members to be at the forefront of Canadian education, and our industry-leading products and services cater directly to the needs of those members.

*(Continued on page 12)*



**Every single time  
you help somebody  
stand up you are  
helping humanity  
rise.**

**—Steve Maraboli**

## Contact CASA:

1123 Glenashton Drive  
Oakville, ON  
L6H 5M1  
Canada

T: (905) 845-2345  
F: (905) 845-2044  
ken.bain@sympatico.ca

[www.casa-acas.ca](http://www.casa-acas.ca)

Editor: Tara Lee Wittchen  
©2012 CASA

## 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.

## CASA Conference Sponsoring Partner Profiles, continued: Blackboard

*(Continued from page 11)*

With a shared common goal of providing a superior learning experience, we feel that our partnership with CASA will be a great complement to CASA's technology resources, while also allowing us to learn more about how best to serve the Canadian K-12 market.

We are very excited and optimistic about the prospects for this partnership, and we know this is a great opportunity for us to have an open dialogue with the people who stand to gain the most from our products—the leaders of engaged students, involved parents and effective teachers.

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

Yes, the conference was fantastic! The CASA members are first-class

individuals and a pleasure to see every year in great locations.

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

Yes, we plan to attend the 2013 conference and look forward to seeing familiar faces and meeting new folks.

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

We too can call Canada home, by way of our office in Calgary. Be sure to check out the all-new CASA website coming in spring 2013, powered by Blackboard.

***Thank you, Sanjeev, for telling our Leaders & Learners readers about Blackboard.***

