



Day	Time	Session/Event	Room
Mon	3:45-5:30 pm	General Session - SBOE Panel Discussion	Zilker Ballrooms
Mon	5:30-6:30 pm	Welcome Reception	Terrace
Tues	8:30-9:45 am	General Session - TASA Legislative Update	Zilker Ballrooms
Tues	10-10:50 am	Marketing in Large Urban and Suburban Districts	Zilker 1-2
Tues	10-10:50 am	Grassroots Organizations Building Community Support for Public Education in Texas	Zilker 3-4
Tues	10-10:50 am	Engaging Board Members in Developing Legislative Priorities	Texas 1
Tues	10-10:50 am	AASA Federal Education Update: COVID and Beyond	Texas 2-3
Tues	10-10:50 am	A Big Tent: Engaging External Stakeholders in Advocacy	Texas 5-7
Tues	10-10:50 am	Creating a Culture of Voting in Schools	Hill Country
Tues	11-11:50 am	Marketing in a Small to Midsize District	Zilker 1-2
Tues	11-11:50 am	Associations Building Support for Educators and Tackling Legislative Issues	Zilker 3-4
Tues	11-11:50 am	Telling our District Stories Through Community Based Accountability	Texas 1
Tues	11-11:50 am	Crisis Communication Lessons from the Pandemic	Texas 2-3
Tues	11-11:50 am	Built to Win: Developing Legislative Agendas as Advocacy Tools	Texas 5-7
Tues	11-11:50 am	Collective Impact: How The Permian Basin is Improving Education	Hill Country
Tues	11:50 am - 1:15 pm	Lunch on Your Own	
Tues	1:15-2:05 pm	Association Advocacy at the Capitol: Legislative Priorities and Issues	Zilker 1-2
Tues	1:15-2:05 pm	Engaging in Advocacy with TASA's Advocacy Tool Kit	Zilker 3-4

Tues	1:15-2:05 pm	Winning Hearts & Minds - The Power of Branding & Multimedia Storytelling for School Leaders	Texas 1
Tues	1:15-2:05 pm	Marketing with Purpose	Texas 2-3
Tues	1:15-2:05 pm	Advocates, All: Building a Culture of Legislative Advocacy in School Districts	Texas 5-7
Tues	1:15-2:05 pm	Out of School Time: Equitable Youth Opportunities Through Community Partnerships	Hill Country
Tues	2:15-3:05 pm	Trustees Amplify Your Advocacy Efforts	Zilker 1-2
Tues	2:15-3:05 pm	How to Have a Seat at the Legislative Table	Zilker 3-4
Tues	2:15-3:05 pm	Making Your Neighborhood Public Schools the First Choice for Families	Texas 1
Tues	2:15-3:05 pm	Using Strategic Marketing to Recruit Millennial Teachers	Texas 2-3
Tues	2:15-3:05 pm	More than Duty: Why Get Out the Vote Work Matters for Schools	Texas 5-7
Tues	3:30-5 pm	General Session - Outcomes of the 87th Legislative Session & the Impact on K-12	Zilker Ballrooms
Wed	8:30-9:15 am	Hot Topics in Texas School Budgeting	Zilker 1-2
Wed	8:30-9:15 am	Public Schools and the Local Charter Fight	Zilker 3-4
Wed	8:30-9:15 am	ESSER Funds and District Planning	Texas 1,2,3
Wed	9:30-10:15 am	Hot Topics in Texas School Budgeting	Zilker 1-2
Wed	9:30-10:15 am	Public Schools and the Local Charter Fight	Zilker 3-4
Wed	9:30-10:15 am	ESSER Funds and District Planning	Texas 1,2,3
Wed	10:30 am-12 pm	General Session - Legislative Panel Discussion	Zilker Ballrooms