



EXECUTIVE ACTION PLANNING MEETING

Strategy & Tactics for Family Engagement November 4-5 2007, Westin Waterfront, Boston MA

Our Executive Action Planning Meetings focus on the operational and implementation aspects of our management strategies. This will be an opportunity for superintendents and senior administrative staff to network and discuss strategic management issues in an intimate setting.

Westin Waterfront Boston
425 Summer Street
Boston, MA 02210
(617) 532-4600

Conference Agenda

Sunday, November 4, 2007 (Recommended)

Location: Exchange Conference Center, Boston Waterfront

4:00pm – 5:00pm	Recap: Marketing Strategy For School Districts
5:00pm – 6:00pm	Recap: Family Outreach Strategy
6:00pm	Reception & Buffet Dinner

Monday, November 5, 2007

Location: Commonwealth Ballroom, Westin Hotel

7:00am – 8:00am	Breakfast
8:00am – 8:30am	Family Engagement Tactics: Key Themes
8:30am – 10:00am	Aligning Outreach Activities to a Strategy
10:00am – 12:00pm	Managing The Tactics Checklist Pt.1: Are We Doing The Right Things?
12:00pm – 1:00pm	Lunch
1:00pm – 3:00pm	Managing The Tactics Checklist Pt.2: How Should We Track Efficacy?
3:00pm	Final Comments & Adjournment