

LEADERSHIP,
SERVICE AND
ADVOCACY

54th Annual Convention
March 15 - 16, 2018
Delta Winnipeg
350 St. Mary Ave.

MANITOBA
School
Boards
ASSOCIATION

KEYNOTE PRESENTATION

9:10 a.m., Thursday, March 15



Welcome to the Great Conversation: Exercising your power to build support for Manitoba's schools one community at a time—Jamie Vollmer

An award-winning advocate of public education, Jamie Vollmer has worked for the past 29 years to help schools and communities come together to remove obstacles to student learning. His goal in this presentation is to energize his audiences while showing them that they have the power to create a community-wide climate that supports rising student achievement.

His keynote builds on the themes presented in his book, *Schools Cannot Do It Alone*, proclaimed by the *American School Board Journal* as "One of the top ten books of the year."

Jamie reviews his transformation from public education critic to ally by retelling the popular "Blueberry Story." He talks about his life-changing experiences working as a teacher's aide. He discusses his discovery of "Nostesia" – the debilitating mental disease that binds community members to archaic notions of "real school." And he shows his audiences how they can "connect the dots" and make the case that everyone in the community benefits when they support their local schools.

At each stage, Jamie employs humor, logic, and statistics to encourage teachers, support staff, administrators, and board members to build a thoughtful, positive conversation that increases community support for their schools. Participants will walk away with practical, concrete steps they can take, including his famous "5Ss" to neutralize public criticism and overcome the resistance to change. He concludes with an inspiring story that makes it clear that the people working in our schools are heroes, and this is public education's most hopeful time.
