

# BUILD YOUR CASE

SEPTEMBER 14-17, 2022



A guide to help you present to your supervisor why you should attend AC&E 22 in Portland and how this investment will benefit you and your school district.

PORTLAND  
*Oregon*

[asbointl.org/ACE22](https://asbointl.org/ACE22) | [#ASBOACE22](https://twitter.com/ASBOACE22)

# WHY ATTEND THE ASBO INTERNATIONAL ANNUAL CONFERENCE & EXPO?

- **World-Class Networking** - Global and local perspectives from colleagues and experts around the world.
- **Quality Educational Experience** - Two distinguished keynote speakers and various education sessions with opportunities to earn SFO hours and CPE credits.
- **Expansive Exhibit Marketplace** - Direct access to a broad range of products, services, and providers.

## SIMPLE STEPS TO BUILD YOUR CASE

Clearly communicate 1) how specific education sessions provide solutions to the problems your district is facing and 2) how you plan to take action using the information you gain at the conference.

1. **Write down five critical issues** relevant to your school district right now.
2. **Think about your role** in addressing these matters, including your responsibilities and expectations in relationship to them.
3. **List the education session titles** that address the topics relevant to your school district and to your role in developing strategies to address them.
4. **Personalize the sample justification letter**, outlining how these sessions will help you contribute to your district's strategy in addressing critical issues.

## SAMPLE JUSTIFICATION LETTER:

Dear \_\_\_\_\_,

At [SCHOOL DISTRICT], we are carefully considering strategic financial choices around planning the use of federal relief funds, addressing learning recovery, and restoring and revitalizing our educator workforce. To equip our district with the most up-to-date knowledge, insights, and connections to tackle these challenges, I am requesting permission to attend ASBO International's 2022 Annual Conference & Expo, September 14-17, in Portland, Oregon.

In addition to unparalleled opportunities to build a network of knowledgeable and supportive connections, I plan to attend education sessions to bring critical information back to our district:

- Timely sessions that provide creative approaches to staffing and engagement like, "Leveraging Modern HR and Finance Systems to Help Combat Hiring and Onboarding Challenges", "The Great Resignation & Financial Impact on K-12", and "Low Cost, High ROI Secrets to Retain Staff and Create Positive Team Culture."
- Technical sessions focused on improving budgeting systems and financial planning practices like "Create an Award-Winning Budget Presentation" and "Post ESSER's: How to examine program priorities, sunset initiatives and plan finances."
- Professional development sessions that will help me become a more dynamic leader and create inclusivity in our work environment, like "The School Business Official's Role in Equity Across the District", "Leading out of the Pandemic", and "What We Value in Leaders: The Four Attributes We Believe Effective Leaders Need to Have."
- Relevant and well-informed legislative updates like "ASBO International Federal Education Policy Update" and "ESSER: Where Are We Now?" which cover federal laws, regulations, changes in the federal budget, and legal issues related to special education that will impact our district.

**Download the full letter at [asbointl.org/CaseLetter](https://asbointl.org/CaseLetter)**

*\*All education sessions listed above are pending approval and subject to change.*

"I feel like I'm investing in my community when I am at the Annual Conference & Expo. I meet amazing leaders and think, 'that is someone I'd like to emulate.' We are in an environment to learn for our jobs with other people who do the same job. It's a connection, pause, and regroup."

*Dr. Dean Romano, Assistant Superintendent for Business & Operations, Lake Zurich CUSD 95*

# APPLY WHAT YOU'VE LEARNED AT #ASBOACE22 IN YOUR SCHOOL DISTRICT

The value of attending continues long after the last session! Show your supervisor your time was well spent by providing a recap of the conference.



Use the Learning Log to take notes during the conference and reflect on specific takeaways from each session. Use the goals and timelines you laid out and take action on new ideas.



Send your supervisor a concise summary of your experience: what you learned, who you met, and how you will use the information. Don't forget to thank your supervisor and supporters for the experience.



Stay in touch with the new contacts you made on ASBO International's Global School Business Network at [asbointl.org/Network](https://asbointl.org/Network).

**REGISTER NOW AT**  
**[asbointl.org/ACE22](https://asbointl.org/ACE22)**

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