



## ALAS SUPERINTENDENTS LEADERSHIP ACADEMY SPONSORSHIP INFORMATION

2017-2018

### About ALAS

**The Association of Latino Administrators and Superintendents (ALAS)** is an educational professional association advocating for Latino youth through professional development, interaction, and networking among administrators in school districts and universities nationwide that serve Latino students. ALAS was established in 2003 in response to the lack of national advocacy and representation by the existing mainstream professional associations. It is this void that ALAS seeks to fill with a determined effort to improve the educational success of Latino youth and career opportunities for Latino administrators. The ALAS mission is to provide leadership at the national level that assures every school in America effectively serves the educational needs of all students, with an emphasis on Latino youth, by building capacity, promoting best practices, and transforming educational institutions.

### About SLA

Of the more than 14,000 school districts in the United States, only approximately 2% are led by Latino superintendents, and of that 2% of Latino superintendents, even fewer are led by Latinas. ALAS is doing its part to change this. In 2011, ALAS established the Superintendents Leadership Academy (SLA) to groom and assist aspiring Latino superintendents with the knowledge, skills and contacts necessary to effectively lead a school district. The leadership program is the first of its kind in the U.S. to focus on preparing the next generation of school system leaders with the skills necessary to address the needs of the increasingly diverse student population.

## ALAS SUPERINTENDENTS LEADERSHIP ACADEMY

### Goal

To recruit and prepare Latino school system leaders to become effective superintendents of school districts in the United States with an emphasis on Hispanic Serving School Districts (HSSDs), those school districts having a population of Hispanic students 25% or higher.

### Vision

Create an exclusive yearlong leadership training institute that allows participants to continue in their present jobs while being trained, coached, and mentored by high-powered, successful practitioners.

### Mission

The mission of the ALAS Superintendents Leadership Academy (SLA) is to improve and expand opportunities for emerging school system leaders by providing coaching, mentoring, and support to acquire the knowledge and skills necessary to assume high level roles especially in high poverty and minority serving school systems.

### Program Outcomes

The SLA, which is in its sixth year and beginning its seventh Cohort, is already showing results. There are now twenty (20) participants that hold or have held superintendent positions throughout the nation and others that have gone through the program are interviewing for superintendent positions or have been promoted.

### Program Requirements

- All ALAS SLA participants will be required to pay a \$500 registration fee.
- Participants will pledge to attend all sessions of the ALAS SLA including the ALAS Education Summit and the AASA National Conference on Education.
- Based on funding availability, ALAS may reimburse travel costs, such as airfare.
- ALAS will cover most meals while at the SLA sessions.
- ALAS will cover the costs of hotel rooms for all sessions.
- All participants must be members of ALAS.
- ALAS reserves the right to make necessary adjustments to these program requirements as circumstance may change from time to time

## Selection Criteria

ALAS seeks to groom and assist aspiring Latino superintendents with the knowledge, skills and contacts necessary to effectively lead a school district with an emerging Latino student population or a Hispanic- serving school district having a Latino student population of 25 percent or more. The selection process is highly competitive due to the limited number of slots available. Ideally, candidates should be in their current position for at least one year and in a high-level central office leadership position for 3-4 years. Most candidates are serving at a cabinet level position. Candidates can also be principals, or program directors. In addition, a candidate should have:

- A proven track record of leadership and/or management in an educational organization;
- Ability to understand, lead and manage in a complex political organization and work well in a diverse setting;
- High level of energy, determination, and perseverance to act as a change agent in a demanding organization;
- Ability to learn quickly, possess analytical, and problem-solving skills;
- Excellent oral and written communication skills;
- Ability to work and succeed as a school system leader in a Hispanic-serving school district or in an urban setting;
- Commitment to equity, excellence, and closing achievement gaps for all students;
- Passion for improving public education and a long-term commitment to K-12 education; and
- Commitment to the mission and ideals of ALAS.

## Selection Decisions

All applications are reviewed by the ALAS SLA Selection Committee. The ALAS SLA Selection Committee Members have a strong understanding of the skills needed to succeed as a superintendent. Final decisions on admission are made in June or July of each year.

## Program Session Attendance

Participants are required to attend program sessions held monthly (except for August, December and March) beginning in July and ending in May of the following year. The program is comprised of eight sessions covering various content strands. Participants are provided required readings, assignments and activities as part of each session.

**NOTE:** Participants will be dismissed and not be allowed to complete the program if they miss more than one session; if they are not ready to fully participate in this high level leadership program; or if they are not committed to the ideals of ALAS.

## Content Strands

The SLA program includes study in the areas of leadership, strategic planning, curriculum alignment, instruction and student assessment, management systems and structures, and preparation to become a superintendent.

## Application Process

Individuals interested in applying for the Superintendents Leadership Academy or to obtain more information on the program can visit our website at [www.alasedu.org](http://www.alasedu.org), send an email to [contact@alasedu.org](mailto:contact@alasedu.org) or contact us at (202) 466-0808. Applications are accepted between October and April with an April deadline and final selections are made in June or July of each year.

## SPONSORSHIP OPPORTUNITIES

### **SLA Yearlong Sponsor**

**\$50,000**

- Host a session in the city where your corporate offices are located. Session to be agreed upon by ALAS Executive Director and SLA Director in accordance with the 2017-2018 Sessions Calendar. Note: Sponsor is not responsible for the travel and lodging costs of the SLA participants attending the session. Sponsor is responsible for the costs associated with the lunches, breaks and venue for the session, if session is held in corporate offices.
- Host a workshop in accordance with the 2017-2018 Sessions Calendar.
- Provide nationally recognized presenters for the selected workshop targeting issues and challenges within the Latino education community with session content to be agreed upon by ALAS Executive Director and SLA Director. Note: Sponsor is only responsible for those presentations agreed upon by the ALAS Executive Director and the SLA Director and not for all the presentations/workshops at the selected session.
- Host a dinner (Thursday evening) for the SLA participants as part of the selected session that you will host and provide a presentation to the SLA participants about your organization and your services and products.
- Host a luncheon (Friday) for the SLA participants as part of the selected session that you will host and provide a presentation to the SLA participants about your organization and your services and products.
- Attend and be a part of the SLA graduation and awards ceremony in 2018.
- Acknowledge sponsorship on our ALAS Superintendents Leadership Academy (SLA) webpage and newsletter for the 2017-2018 SLA program.
- Provide signage at the 2017 ALAS Education Summit and 2018 graduation acknowledging participation as a Yearlong sponsor of the SLA.
- Receive SLA participant contact list.

### **SLA Session Sponsor**

**\$20,000**

- Host a workshop (Thursday evening) in accordance with the 2017-2018 Sessions Calendar.
- Provide nationally recognized presenters only for the selected workshop targeting issues and challenges within the Latino education community with session content to be agreed upon by ALAS Executive Director and SLA Director.
- Host a dinner (Thursday evening) following the selected workshop for the SLA participants and provide a presentation to the SLA participants about your organization and your services and products.
- Attend and be a part of the SLA graduation and awards ceremony in 2017.
- Acknowledge sponsorship on our ALAS Superintendents Leadership Academy (SLA) webpage and newsletter for the 2017-2018 SLA program.
- Provide signage at the 2017 ALAS Education Summit and 2017 graduation acknowledging participation as a Session sponsor of the SLA.
- Receive SLA participant contact list.

**SLA Professional Development Sponsor  
\$7,500**

- Host a dinner (Thursday evening) or a luncheon (Friday) in accordance with the 2017-2018 Sessions Calendar for the SLA participants and provide a presentation to the SLA participants about your organization and your services and products.
- Acknowledge sponsorship on our ALAS Superintendents Leadership Academy (SLA) webpage for the 2017-2018 SLA program.
- Provide signage at the 2017 ALAS Education Summit acknowledging participation as a Professional Development sponsor of the SLA.
- Receive SLA participant contact list.

**SLA Dinner Sponsor  
\$5,000**

- 1 Exclusive Dinner with all cohort members
- 1 year complementary membership to ALAS
- Special Acknowledgement on ALAS website

**SLA Lunch Sponsor  
\$2,500**

- Sponsor one lunch with SLA group on site
- 1 year complementary membership to ALAS
- Special Acknowledgement on ALAS Website

**Superintendents Leadership Academy  
(SLA) Cohort VII  
Session Schedule 2017-2018**

**Session No. 1: Digital Portfolios/Collective Purpose**

July 13-14, 2017  
Florida

**Session No. 2: Mission/Vision/Values and Media Relations**

September 14-16, 2017  
Virtual Session

**Session No. 3: English Language Learners and Equity Leadership**

October 11-14, 2017  
ALAS Education Summit in Houston, TX

**Session No. 4: Policy Environment**

November 16-18, 2017  
Washington, DC

**Session No. 5: School and District Improvement Planning/Superintendent Leadership on Student Achievement**

January 11-13, 2018  
Phoenix, AZ

**Session No. 6: Entry Planning for Incoming Superintendent/School District Budgets (TBD)**

AASA National Conference on Education

**Session No. 7: Ethics/Contract Negotiations and Data Management**

April 12-14, 2018  
Iowa City, IA

**Session No. 8: Preparing to be a Superintendent and Mock**

Interviews May 10-12, 2018  
San Antonio, TX

**Superintendents Leadership Academy  
(SLA) Cohort VII  
ALAS Sponsorship Form**

**Sponsor Information**

Company \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Email \_\_\_\_\_

Mobile \_\_\_\_\_ Office Phone \_\_\_\_\_

**Sponsor Level (check all that apply):**

- |                          |                                      |                |
|--------------------------|--------------------------------------|----------------|
| <input type="checkbox"/> | SLA Yearlong Sponsor                 | \$50,000 _____ |
| <input type="checkbox"/> | SLA Session Sponsor                  | \$20,000 _____ |
| <input type="checkbox"/> | SLA Professional Development Sponsor | \$ 7,500 _____ |
| <input type="checkbox"/> | SLA Dinner Sponsor                   | \$ 5,000 _____ |
| <input type="checkbox"/> | SLA Lunch Sponsor                    | \$ 2,500 _____ |

Total Sponsorship Amount    \$ \_\_\_\_\_

\_\_\_\_\_  
Signature of Authorized Representative

\_\_\_\_\_  
Date

**Method of Payment:**

- Check enclosed – made payable to ALAS
- Invoice me
- Credit Card- Contact [operations@alasedu.org](mailto:operations@alasedu.org) to process a credit card payment

Upon acceptance a formal contract will be provided.

Email completed Sponsorship Form to Dr. Nancy Lewin at [nlewin@alasedu.org](mailto:nlewin@alasedu.org). Checks should be made payable to ALAS and mailed to: ALAS, Attn: Dr. Nancy Lewin, P.O. Box 65204, Washington, D.C. 20035.