



## **Jimmy Casas**

Jimmy Casas served twenty-two years as an educational leader, including fourteen years as Principal at Bettendorf High School. Under his leadership, Bettendorf was named one of the Best High Schools in the country three times by Newsweek and US News & World Report.

Jimmy was named the 2012 Iowa Secondary Principal of the Year and was selected as one of three finalists for NASSP 2013 National Secondary Principal of the Year. In 2014, Jimmy was invited to the White House to speak on the Future Ready Schools pledge. In 2015, he received the Bammy Award as the National Secondary Principal of the year. Finally, Jimmy is the co-author of the book, “What Connected Educators Do Differently,” and “START.RIGHT.NOW.,” which he wrote with Todd Whitaker and Jeff Zoul.

Jimmy currently serves as a Senior Fellow for the International Center for Leadership in Education and also serves on the Professional Development Faculty for NASSP; the National Association of Secondary School Principals. Finally, he is the co-founder and CEO of ConnectEDD, an educational leadership company aimed at organizing world class professional learning conferences and professional development services for educators across the country.



## **Eric Sheninger**

Eric is a Senior Fellow and Thought Leader on Digital Leadership with the International Center for Leadership in Education (ICLE). Prior to this he was the award-winning Principal at New Milford High School. Under his leadership his school became a globally recognized model for innovative practices. Eric oversaw the successful implementation of several sustainable change initiatives that radically transformed the learning culture at his school while increasing achievement.

His work focuses on leading and learning in the digital age as a model for moving schools and districts forward. This has led to the formation of the Pillars of Digital Leadership, a framework for all educators to initiate sustainable change to transform school cultures. As a result Eric has emerged as an innovative leader, best selling author, and sought after speaker. His main focus is purposeful integration of technology to facilitate student learning, improve communications with stakeholders, enhance public relations, create a positive brand presence, discover opportunity, transform learning spaces, and help educators grow professionally.

Eric has received numerous awards and acknowledgements for his work. He is a CDE Top 30 award recipient, Bammy Award winner, NASSP Digital Principal Award winner, PDK Emerging Leader Award recipient, winner of Learning Forward's Excellence in Professional Practice Award, Google Certified Innovator, Adobe Education Leader, and ASCD 2011 Conference Scholar. He has authored and co-authored the following:

- BrandED: Tell Your Story, Build Relationships, and Empower Learning (coming soon)
- Uncommon Learning: Creating Schools That Work for Kids
- Digital Leadership: Changing Paradigms for Changing Times
- Communicating and Connecting With Social Media: Essentials for Principals
- What Principals Need to Know About Teaching and Learning Science

He has also contributed on education for the Huffington Post, sits on the advisory board for many innovative companies, and was named to the NSBA "20 to Watch" list in 2010 for technology leadership. TIME Magazine also identified Eric as having one of the 140 Best Twitter Feeds in 2014. He now presents and speaks nationally to assist other school leaders embrace and effectively utilize technology. His blog, A Principal's Reflections, was selected as Best School Administrator Blog in 2013 and 2011 by Edublogs. It was also recognized with an Editor's Choice Content Award in 2014 by Smartbrief Education.

Eric began his career in education as a Science Teacher at Watchung Hills Regional High School where he taught a variety of subjects (Biology, Chemistry, Marine Biology, Ecology) and coached several sports (ice hockey, football, lacrosse). He then transitioned into the field of educational administration as an Athletic Director/Supervisor of Physical Education & Health and Vice Principal in the New Milford School District. During his administrative career he has served as District Affirmative Action Officer and was the president of the New Milford Administrator's Association. During his tenure as high school principal he successfully implemented numerous initiatives including a new teacher evaluation system (McREL), Bring Your Own Device (BYOD), oversaw Common Core implementation, and initiated a new grading philosophy.



Eric received his M.Ed. in Educational Administration from East Stroudsburg University, B.S. in Biology from Salisbury University, and his B.S. in Marine/Environmental Science from the University of Maryland Eastern Shore.

### **Kate Kinsella, Ed.D.**

Kate Kinsella, Ed.D. is a teacher educator at San Francisco State University and a highly-sought after speaker and consultant to school districts and state departments throughout the US. Her 25-year teaching career focus has been equipping youths from diverse backgrounds with the academic

language, communication, reading and writing skills to be career and college ready. A teacher's teacher, Dr. Kinsella maintains active K-12 classroom involvement by writing curriculum, teaching demonstration lessons, and coaching both teachers and administrators. She is the author of widely-used language development programs including **English 3D**<sup>®</sup>, the *Academic Vocabulary Toolkit*, and the architect of **READ 180**<sup>®</sup> teacher-mediated instructional routines

Dr. Kinsella serves as the lead scholar and curriculum guide on a number of federally-funded initiatives to improve educational outcomes for long-term English learners. The Innovation in Education (I3) grant now celebrates nearly 80% reclassification of 350 long-term English learners in Moreno Valley, CA. Her ESL program, **English 3D**<sup>®</sup> served as the curricular anchor for their accelerated academic English and writing development. Dr. Kinsella co-authored *Improving Education for English Learners: Research-Based Approaches* (2010) published by the California Department of Education, and a recent featured article series in *Language Magazine* detailing the language demands posed by Common Core standards and assessments for US language minority youth.

Dr. Kinsella is program author of **HMH English 3D**<sup>®</sup> and senior program advisor of **HMH READ 180**<sup>®</sup>.