



## **AASSA Partner Panel Research Sessions**

AASSA Partner Panel Research sessions provide a space and opportunity for research and development around school needs and products and services available and being developed. AASSA Partners and Schools engage to provide expertise, perspective and feedback to each other as Schools seek to solve problems of practice and Partners seek to gain insights into the development of products and services. The Panels bring together consumers and creators of educational products and services to improve student learning. The Panels provide the opportunity for rich discussion and meaningful feedback to influence the development of products and services being offered and considered for development. In addition, the Panels provide excellent opportunities for professional learning and development around the most cutting-edge solutions being provided to meet the needs of schools around the world. Through learning, sharing, and connecting Schools are able to make informed decisions when adopting new products and services and Partners are able to improve products and services based on expert feedback gained from panel participants.

### **AASSA Mission**

Enhance the quality of education in American/international member schools.

### **AASSA Vision**

We are a vibrant, membership-driven learning organization promoting visionary leadership, innovative programs, and fiscally sustainable services.

### **AASSA Values**

We believe that:

Progressive learning in a safe and collaborative environment is essential to bettering the world. Respect, trust, and compassion generate positive relationships within a learning community.

### **School Participants**

AASSA Partner Panel Participants are current Heads of School, Business Managers, Deputy Heads or related positions and have a desire to engage in research and development around school focused products and services.

***School Credit:*** For each panel participation, AASSA will provide a credit to the school's

membership invoice. This is to honor the time and expertise of participants. AASSA is able to provide a school credit due to Partner sponsorship.

### **Partner Presenters**

AASSA Partner Panel Presenters are current AASSA Partners and have a desire to engage in research and development around the products and services they seek to bring to AASSA Member Schools and the broader American/international school marketplace.

***Panel Sponsorship:*** Presenting Partners provide a panel sponsorship for each panel to cover the costs of conducting the panels and sponsorships for participating schools. Sponsorship amounts will be based on AASSA membership level (Silver, Gold, Platinum) as well as the number of participants in each panel.

### **School Participant Commitments:**

AASSA panel participants must commit to the following expectations:

Attend the entire panel free from distractions (no cell phones, email etc) - be fully present and engage in discussions, offer insights and learn;

Live out the AASSA Values;

Seek the AASSA Mission and Vision.

### **Partner Presenter Commitments:**

AASSA Presenting Partners must commit to the following expectations:

- Maintain a sales free environment - a match may happen between a Presenting Partners' products and services and the needs of a participating school but it is not the goal of the panel and the purpose of the panel must be maintained.
- Live out the AASSA Values;
- Seek the AASSA Mission and Vision.

### **Partner Panel Schedule**

AASSA launched its first Partner Panel in December 2019 in conjunction with the AASSA Annual Recruiting Fair in Atlanta, GA. The December Panels will be held at the Grand Hyatt Buckhead. The December Participants will be mostly Heads of School with some Deputy Head of School or related positions participating. The next Panels will be in July 2020 in Miami geared towards School Business Managers in conjunction with the AASSA Annual Business Managers' Conference held each July in Miami, FL.

December Panels - Atlanta, GA (Heads of School, Deputy Heads -Related Positions - Directors of Curriculum etc)

Panels will last 90 minutes. Panels are made up of 4-6 participating Heads of School, Business Managers, Deputy Heads or participants in related positions and a presenting AASSA Partner. During each panel, Presenting Partners present information, concepts, and products to gather specific feedback and guidance from the school Participants. Presenting partners will typically seek input regarding product and service alignment to school needs as well as check for clarity in messaging, and test new concepts and ideas. Presenting Partners are encouraged to ask

questions of Participants to gain important insights about current problems of practice and to better understand the needs of schools. Participants are encouraged to ask questions as well as provide as much detailed feedback as possible. At times, an experienced AASSA administrator serves as chairperson for the panel to assist the panel Participants and Presenting Partner in shaping the agenda, keeping track of time, and facilitating discussion as needed.

### **Pre-Panel Logistics**

#### **Panel Registration - Participants**

The registration process will include confirming participation and providing a short biography and current picture for the panel program.

#### **Panel Registration - Presenters**

The registration process will include confirming participation and providing a short description of products/services and contact information for the panel program.

### **Panel Attire**

Attire is business casual.

### **Panel Participation Guidance**

#### **School Participants**

- Arrive early to the panel, at least 5 minutes;
- Engage and remain engaged for the entire panel;
- Do not leave the meeting room once the panel as started;
- Ask questions and seek to understand what the product/service can do for a school;
- Enjoy the discussion and opportunity to learn from colleagues and Partners.

#### **Partner Presenters**

- Arrive early to the panel room and set up;
- Provide an agenda and clear objectives for the panel, focus to receive the feedback you are seeking;
- Carefully craft questions for participant consideration;
- Demonstrate products and services - allow apply time so narrow focus for 90 minutes appropriately;
- The value of the panel is rich discussion and feedback - maximize the opportunity to engage;
- Present what product/service can do more than history of development - focus current/future;
- Enjoy the discussion and opportunity to learn from schools.

### **A Final Word - Panel Participants**

Not all products and services are created equally, and not all companies value relationships and truly impacting student learning in positive ways. AASSA is committed to maintaining Partners

that truly value our schools and students and your participation in our panels is one way to help us meet that commitment. AASSA is a tight network and we encourage you to share your insights of an effective solution and Partner with our AASSA colleagues when the opportunity arises either through formal surveys that are often sent out or by informal word of mouth. AASSA believes in the potential power of the panels to make a positive impact to enhance the quality of education your school provides to students. Thank you for your participation and support of our Partners.

**A Final Word - Presenting Partners**

Not all schools are going to be in the market for products and services at the same time, but AASSA is a tight network and word of an effective solution and Partner will spread so that when a need develops schools will know who to contact. AASSA believes in the potential power of the panels to make a positive impact for our member schools to enhance the quality of education provided to students. Thank you for your partnership and support of our Members.

Email or call with questions or to participate / present:

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