



AESA



Program Guide

Fall 2025

Explore what's next with AESA's
programs, networks, and learning
opportunities.

www.aesa.us



Welcome to 2025-2026!

As we enter a new academic year, I'm thrilled to welcome you to a season of connection, innovation, and impact across AESA's programming. Whether you're looking to strengthen your leadership, expand your agency's influence, or collaborate with peers from across the country, our offerings are designed with your needs in mind. Our work continues to be grounded in three strategic priorities that guide everything we do:



Thought-Leadership

AESA has provided forward-thinking solutions and expert guidance, equipping ESAs with the latest insights, best practices, and strategic tools. Our resources and workshops have empowered members to think beyond the day-to-day and plan boldly for the future.



Advocacy

AESA has remained active in shaping education policy at both the federal and state levels. From our work on Capitol Hill to our state advocacy workshops, we've ensured that ESAs have a powerful voice in the decisions that affect their work and their communities.



Networking

Networking is at the heart of what we do. Through conferences, workshops, and strategic collaborations, AESA facilitates invaluable connections among members, fostering professional growth and a strong sense of community.

To support these initiatives, we expanded our team, bringing in new staff whose expertise enhances our ability to serve members effectively. Their contributions will ensure AESA continues to provide high-quality support, resources, and advocacy.

Thank you for your continued commitment to AESA and to the students, educators, and communities you serve. I look forward to seeing many of you at our upcoming events—and to celebrating the incredible work we'll accomplish together in the year ahead.

A handwritten signature in black ink that reads "Joan H. Wade".

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AESA Executive Director

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Professional Networks

Meet and collaborate with other ESA professionals through our ongoing virtual meetings. These sessions provide a platform to dive deep into topics that matter most to you, sharing insights, strategies, and solutions.

Business & HR Officials Network

Designed for CFOs, business managers, and HR leaders working in ESAs, this network provides a collaborative space to explore in-depth strategies in finance, human resources, and compliance. Participants engage in targeted professional learning on topics such as financial planning, talent management, and strategic HR practices, while also gaining access to real-world tools and frameworks that support operational excellence.

Sept. 10 | Nov. 12 | Feb. 11 | Apr. 8

2:00-3:30 pm ET

Annual Fee: \$299



New in 2025-26!

Consultants Network

This new network is for consultants, professional development specialists, and department coordinators who serve school districts. Designed to support your unique role, this network offers targeted learning, practical tools, and a national peer community. Participants will explore key topics, sharpen consulting skills, and gain actionable strategies to enhance their impact and effectiveness.

Sept. 11 | Nov. 7 | Feb. 12 | Apr. 23

2:00-3:30 pm ET

Annual Fee: \$299



New in 2025-26!

Executive Assistant to the CEO Network

The Executive Assistant to the CEO Network is a dedicated professional learning community for executive assistants supporting ESA leaders. This network provides role-specific training, practical tools, and a peer network to help executive assistants enhance organizational efficiency, strengthen communication, and support high-level leadership with confidence and clarity.

Sept. 24 | Jan. 28 | Apr. 22 | June 24

12:00-1:00 pm ET

Annual Fee: \$150



In today's fast-paced professional world, tackling work challenges alone can be daunting. But you don't have to go it alone! Join a thriving community of colleagues who are ready to support you in your professional journey.

Special Education Director Network

Designed for directors, coordinators, and other special education leaders at ESAs, this network fosters collaboration to share strategies, address common challenges, and stay ahead of emerging trends. Participants engage in structured discussions, explore evolving policies and practices, and access practical tools, service models, and leadership frameworks—while building lasting peer connections and benchmarking ideas across agencies.

Sept. 9 | Nov. 11 | Feb. 10 | Apr. 21

2:00-3:30 pm ET

Annual Fee: \$299



New in 2025-26!

Technology Leaders Network

The network offers ESA technology staff a dynamic space to explore emerging trends, tackle shared challenges, and connect with peers nationwide. With timely topics, expert insight, and a strong collaborative community, this network empowers participants to lead innovation and shape the future of educational technology.

Aug. 28 | Oct. 2 | Nov. 6 | Dec. 18

Feb. 5 | Mar. 19 | Apr. 30 | June 4

2:00-3:30 pm ET

Annual Fee: \$299



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FIND YOUR NETWORK!

www.aesa.us/networks

Academy for Women Leaders



25-26 Schedule:

October 7–8, 2025

In-Person Retreat
Chicago, IL

November 13, 2025

Virtual Session
2:00–3:30 pm ET

December 4, 2025

In-Person Lunch Meetup
Annual Conference & Expo
in Colorado Springs, CO

February 2, 2026

Virtual Session
2:00–3:30 pm ET

March 10–11, 2026

In-Person Retreat
Location TBD

April 29, 2026

Virtual Session
2:00–3:30 pm ET

Registration:

Annual Fee: \$1,975

Travel and lodging for in-person events not included.

Lead Boldly. Connect Deeply. Thrive Together.

AESA's Academy for Women Leaders is a yearlong journey designed for ESA female superintendents, executive directors, deputy superintendents, and others in similar positions who are ready to grow, collaborate, and thrive.

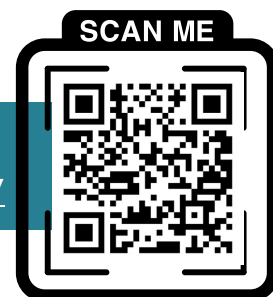
Through powerful in-person gatherings, virtual learning, personalized coaching, and meaningful peer connections, this Academy empowers women to lead with clarity, confidence, and care.

What to Expect

- **One Cohort** of female ESA executives from across the country
- **2 In-Person Retreats** (October & March)
- **3 Virtual Sessions** (90 minutes each)
- **Executive Coaching/Thought Partnership** (up to 5 hours)
- **Special Meetup** at the Annual Conference & Expo
- **Tangible Takeaways:** Leadership tools, curated books, and resources

READY TO LEAD?

www.aesa.us/academy-for-women-leaders/





AESA

OPERATIONS

Online Learning Lab

In collaboration with  **SchoolOps**

Who Should Attend?

- Directors of Operations
- Chief Operating Officers (COOs)
- Business or Administrative Managers
- Facilities Leaders
- Transportation Coordinators
- Emergency Management Officers
- HR or Technology Operations Leads
- Technology Directors
- Project Coordinators

Registration:

Annual Fee: \$349

Practical Training for ESA Operations Professionals

The Operations Online Learning Lab is a four-part virtual professional development series designed to support the people who keep ESAs running smoothly—operations professionals.

Each 90-minute virtual session begins at 2:00 pm ET and offers practical strategies and tools to help streamline systems and boost team efficiency.

September 16

Creating a Culture of Standard Operating Procedures

Learn how to build a systems-driven culture that gets critical details right—every time.

October 14

Time and Task Management for Operations Teams

Master essential tools and practices to manage time, tasks, and priorities—beyond the urgent.

November 18

Project Planning & Building an Operations Calendar

Integrate long-term planning into daily workflows to stay on track—even when the unexpected happens.

December 16

Key Tools for Managing Vendors and Teams

Discover practical tools to boost accountability and performance with both vendors and internal teams.

READY TO JOIN?

www.aesa.us/operations-online-learning-lab/

SCAN ME



Business Strategy & Development

We help ESAs thrive with customized solutions designed by professionals who understand your challenges. From refining business models to fostering innovation, our strategies support growth, optimize resources, and uncover new opportunities.

EPIC: Experiment, Price, & Innovate with Confidence

This workshop equips ESAs with tools to confidently enhance their experimentation, pricing, and innovation processes for greater impact and member value.

- Experiment: Test new services or pricing models at low risk using real customer data.
- Price: Develop smart pricing by aligning costs, demand, and member value.
- Innovate: Cultivate a culture that empowers staff and responds to member needs.
- Confidence: Walk away ready to lead with clarity, bold ideas, and member-focused action.

October 15-16, 2025

Cobb County Chamber | Atlanta, GA

Registration:

Individual Rate: \$1,500 | Team Rate (3+): \$1,000 per person

Business Strategy Framework 2.0

This advanced workshop builds on BSF 1.0, diving into competitive strategy and AI integration. Learn to manage uncertainty, build AI partnerships, and align your organization for strategic success.

Key Topics:

- AI Strategy: Leverage AI for business advantage.
- Leading Through Uncertainty: Navigate complexity with confidence.
- AI Partnerships: Forge collaborations for growth.
- Organizational Alignment: Position your team to achieve strategic goals.

Prerequisite: Completion of the Business Strategy Framework 1.0 Workshop.

October 20-21, 2025

Hilton Garden Inn-Tampa Riverview Brandon | Riverview, FL

Registration:

Individual Rate: \$2,250 | Team Rate (3+): \$1,900 per person

A graphic for the EPIC workshop. It features the text "Experiment, Price, & Innovate with Confidence" in a bold, sans-serif font, with "Workshop" in a script font. The background is a light blue with a faint geometric pattern of overlapping circles and lines.

**Experiment,
Price, &
Innovate with
Confidence** Workshop



Whether you're looking to refine your business model, develop more effective pricing strategies, or build a culture of innovation, we're committed to providing solutions that make a tangible difference and support your agency's success.

Business Strategy Framework 1.0

As the foundational course in our Business Strategy Series, this workshop introduces ESAs to a clear and structured framework for achieving growth, prioritizing resources, and evaluating opportunities. In today's evolving educational landscape, this approach is essential for aligning staff, funding, and technology to increase impact. A strong strategy framework also strengthens your agency's competitive position by highlighting unique strengths, guiding partnerships, and maximizing value for member districts.

December 5-6, 2025

The Broadmoor | Colorado Springs, CO

Registration:

Individual Rate: \$1,500 | Team Rate (3+): \$1,000 per person

Customized Workshops

Discuss AESA's business strategy and development services or schedule a customized Business Strategy Framework 1.0 and/or EPIC Workshop.

Sheila King

Chief Strategy Officer

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REGISTRATION NOW OPEN!

www.aesa.us/business-strategy-development/



AESA

ADVOCACY IN ACTION

CONFERENCE

September 17-19, 2025 • Washington, D.C.



**September 17-19,
2025**



**Hyatt Regency on
Capitol Hill**
Washington, D.C.



Registration

Individual Rate: \$525

*Additional \$100 for Pre-
Conference



Be the Voice of Education on Capitol Hill!

Make your voice heard in the nation's capital. ESA leaders from across the country gather at this powerful event to influence national education policy and connect directly with lawmakers.

This one-of-a-kind event is uniquely designed to stay flexible and timely, responding to the fast-moving world of federal legislation. The content reflects the most pressing policy issues affecting public education and the availability of key congressional and agency leaders.

Who should attend?

- ESA Executives and Leadership Teams
- Government Relations and Legal Professionals
- Public Relations and Communications Staff
- ESA Staff Committed to Advocacy

Optional Pre-Conference

September 17 | Additional \$100

Kick off your experience with a session on state-level advocacy—perfect for newcomers or anyone looking to sharpen their skills. Add during registration under “Additional Items.”

READY TO ADVOCATE?

www.aesa.us/advocacy-in-action/

SCAN ME





2025 ANNUAL CONFERENCE & EXPO

BLAZING TRAILS TO NEW HEIGHTS

Illuminating the Path to Educational Excellence with Stories that Inspire



December 3-5, 2025



Colorado Springs, CO



December 3-5, 2025



The Broadmoor
Colorado Springs, CO



Registration

Includes full access to all sessions and the Expo, plus meals and events including the Wednesday Welcome Reception, Thursday breakfast, lunch, and Member Reception, and Friday's Networking Breakfast.



Empowering ESAs to Lead the Future of Education.

This premier event features inspiring keynote speakers, engaging sessions, and excellent networking opportunities. Programming will align with the following conference strands:

Storytelling: Leveraging innovation and AI to communicate impact effectively

Well-Being: Strategies to support the well-being of educators, students, and leaders

Governance/ESA Board: Best practices in leadership, governance, and board development

Educational Excellence: Approaches to accountability, continuous improvement, and program effectiveness

AESA Member Rate	Non-Member Rate
Early Bird \$890	Early Bird \$1,220
Standard Rate \$990	Standard Rate \$1,320

Early Bird ends October 17, 2025

JOIN US AT THE BROADMOOR!
www.aesa.us/annual-conference

SCAN ME





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