



## **Unique Well-Being/Leadership Summit for Female School Leaders to be Renewed in 2020**

*--PowerTrip will reflect personal and professional success attendees report from inaugural 2019 retreat--*

BARRINGTON, Ill., Jan. 9, 2020—Power Trip™, a one-of-a-kind well-being and leadership summit for U.S. female school superintendents and district leaders, will return July 13-16, 2020 to Lake Austin Spa Resort, Austin, Tex., site of the inaugural summit in 2019.

“The 2020 Power Trip will reflect the success, proved back on the job, of the inaugural summit,” said Marilyn Schutz, founder of the event, and president of host, Big Deal Media. Big Deal Media hosts the Power Trip in collaboration with an advisory board representing a spectrum of education stakeholders.

### **Survey identified work-life balance as a top challenge to female district leaders**

A 2018 Big Deal Media survey of nearly 1000 K–12 district-level female administrators informed the design of the inaugural Power Trip. Survey respondents said work-life balance is one of the top challenges facing them today, along with transforming modern learning environments, managing interoperability of technology and addressing the social and emotional needs of teachers and students to improve student outcomes.

“There is a growing understanding and embrace of the role well-being plays in the social and emotional growth of not just students and faculty, but of administrators, too,” said Schutz.

The survey also showed that administrators would be interested in a unique professional development leadership retreat that would address what work-life balance looks like in practice as well as other relevant topics that would better equip them for leadership roles.

### **Lake Austin, named No. 1 Destination Spa Resort, provides peaceful stage for sharing challenges**

Lake Austin Spa Resort, which recently won the Readers' Choice Award from *Conde Nast Traveler* as the No. 1 Destination Spa Resort in North America, was selected to provide a peaceful stage for sharing these challenges with peers and actively embracing work-life balance.

Topics in the 2019 Power Trip agenda, covered by experts in each field, ranged from communication styles to thorny ethical issues to education finance to practical well-being strategies. Recreational, relaxation and group activities varied from familiar ones like birding, a boat cruise, yoga and hiking to novel experiences like crystal bowl sound bathing. Many were activities that attendees could engage in for health and improved quality of life when they returned home.

The 30 attendees' evaluations of and comments about the Power Trip indicate its success. Ninety percent said the event exceeded their expectations for enhanced well-being and leadership skills, 93 percent of guests rated the experience as exceptional and 100 percent said they would recommend the summit to colleagues.

### **Power Trip helps district leader cut discipline 50 percent, eliminate expulsions**

"The learning and reflection time in Austin helped me to gain the confidence to change our district priorities for our children," wrote one attending district leader. "We are now leading our staff and families to first, build the social and emotional learning of our children and second, concentrate on their academics. The results in three short months are a more than a 50 percent reduction in disciplinary actions and elimination of expulsions in our schools. On a personal level, I've prioritized taking down time for myself."

"I loved the Power Trip," wrote another attendee. "I am in a better mental space to begin the school year. It has improved my outlook and my leadership. I was able to immediately implement what I learned and realized. I am more reflective and less reactive as a result. Thank you so much for seeing a need and then meeting it."

Sponsors of the 2020 Power Trip, who provide a wide range of educational solutions, will join attendees. All sponsors at the 2019 summit who responded to a post-event survey said their experience exceeded or met their expectations. Invitations to potential 2020 sponsors are now being extended, said Schutz.

Three founding sponsors, ClassLink and ETS/*ProEthica*, and DreamBox have already announced plans to return.

**For superintendents and district leaders, planned by superintendents and district leaders**

“Design of the 2020 Power Trip agenda will build on the work of last year’s founding advisors and will lead to selection of highly qualified session leaders,” Schutz said. “This will be an event for superintendents and district leaders planned by superintendents and district leaders.”

Lead advisors of the 2020 Power Trip are Kathleen Hurley, international and national speaker on leadership issues, advisor to several superintendent organizations, and education industry champion; and Lisa Schmucki, founder and CEO, edWeb.net.

They will join new advisory board members Dr. Ann Levett, superintendent, Savannah-Chatham County (Ga.) Public Schools; Dr. Jill Gildea, superintendent, Park City (Utah) School District; Dr. Kim Wallace, superintendent, Fremont (Calif.) Unified School District, and Dr. Jennifer Ferrari, president, Education Research & Development Institute.

Attendance at the Power Trip will again be limited to 30 attendees. Big Deal Media is e-mailing district leaders across the U.S. with invitations to register.

For more information, contact Katie Cooper, [katie@bigdealbook.com](mailto:katie@bigdealbook.com) or 800-650-0034 ext. 6.

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For more than two decades, Big Deal Media has published a content-rich collection of trusted print and electronic publications that identify resources, funding opportunities, and tools K-12 educators need—all vetted through the prism of the curriculum.