

# IT'S THE LITTLE THINGS: BUILD THE CULTURE YOU NEED TO GET THE GOOD ONES TO STAY.



## HAVING TROUBLE RETAINING STRONG EDUCATORS AND STAFF?

Come explore how intentional culture-building, both through the big decisions and the small everyday gestures, creates an environment that attracts and keeps talented professionals.

Examine what truly makes people stay in a job, what drives them to leave, and how leaders can clearly define the type of staff they want to retain and build an environment that supports them.

Take home strategies for shaping a culture where teachers feel valued, supported, and inspired to remain and to do great things – ultimately making the school a place where people genuinely want to be.

### Key Takeaways



#### RECOGNIZE THE SHIFT:

Teaching has changed, and so have the expectations and needs of today's educators.



#### DEFINE YOUR TARGET:

Know the qualities and values you want in the staff you attract and retain.



#### HONOR & CHALLENGE:

Learn strategies to simultaneously hold high expectations for professional practice while honoring the individuality and needs of each educator, ensuring staff feel heard, seen, and respected – you can do both!



#### CULTURE COUNTS:

Build retention through both large initiatives and small daily actions that show staff they matter and what they do matters.



#### STAY VS. LEAVE FACTORS:

Identify the core reasons why people remain committed to a school and what typically drives them away.



#### BUILD BELONGING:

Create an environment where educators feel connected, respected, and part of a purposeful community.



#### ACTIONABLE NEXT STEPS:

Adopt practical strategies to strengthen culture, boost morale, and make your school a place people don't just work – but actually want to stay.



NOVEMBER 5, 2026  
9:00 AM – 3:00 PM



OAK LAWN



#### INTENDED AUDIENCE:

Principals, Department Heads,  
Instructional Coaches,  
Teachers, Administrators



5 PD HOURS



FREE PARKING



LUNCH ON YOUR OWN



ATTENDANCE OPTIONS:  
LIVE IN-PERSON



*Jennifer Farnsworth* brings 30 years of distinguished experience in education and a steadfast commitment to empowering teachers, administrators, and students. Her career has spanned roles as a classroom teacher, Assistant Principal, Director of Special Education, and, currently, Assistant Superintendent. In each position, she has earned a reputation as a leader who inspires, elevates, and equips others to reach their fullest potential.

Jennifer's passion for building strong, student-centered systems and her ability to bring out the best in others make her a respected voice in educational leadership. Her leadership style reflects a thoughtful balance of encouragement and accountability, nurturing professional growth while driving continuous improvement. She is dedicated to motivating teams, strengthening instructional practice, and fostering cultures where both staff and students thrive.



*Tricia Burke* brings 28 years of experience in education, having served as a classroom teacher, reading teacher, instructional coach, assistant principal, and principal. Throughout her career, she has demonstrated a deep commitment to fostering growth and excellence among both students and staff. Her journey across these roles has given her a well-rounded perspective on teaching, learning, and leadership, and she continues to champion practices that build strong, student-centered school cultures.

As a leader, Tricia values motivating, honoring, and preparing staff to provide a positive and engaging learning environment for all students. She believes that empowered educators are the foundation of a thriving school community, and she is passionate about creating the conditions that help teachers feel valued, supported, and inspired to make a positive impact every day.



### REGISTER TODAY!

Spots fill quickly. Don't miss this opportunity to build a stronger culture and keep your best people.



Learn more and register at:

[pd365.net](https://pd365.net)



Get the Good Ones to Stay!  
 Presented by Jennifer Farnsworth and Tricia Burke  
 November 5, 2026  
 9:00 am - 3:00 pm CT  
 District 218-10701 Kilpatrick Ave, Oak Lawn, IL 60453



AN ISBE AND CPS APPROVED PROVIDER

Organization/School \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Name/Position: \_\_\_\_\_

Email: \_\_\_\_\_

PD365 Membership # \_\_\_\_\_ IEIN # \_\_\_\_\_

**If you need to add more names, please duplicate this registration form.**

PD365 member	1 Person	2 People	3 People	Student/ Retiree
Each	Each	Each	Each	Each
___\$249	___\$298*	___\$278**	___\$268**	___\$99**

\* Includes 1 year membership

\*\* 2 or more attendees from the same school district/organization. Does not include membership.

**(Call 618-203-3993 for larger team discounts of five or more people)**

Conference Fees \$ \_\_\_\_\_  
 IL ASCD 1 year Membership Fee (add \$49) \$ \_\_\_\_\_  
 Total Registration Fees \$ \_\_\_\_\_

**Illinois ASCD is CPS  
 Approved Provider: #24595**

**How to register:**

The registration deadline is October 30, 2026. A \$15.00 fee will be charged for cancellations made in writth prior to the deadline. No refunds will be given after the deadline. Confirmation will be sent via e-mail after your registration is processed. Registrations can be transferred to another individual by faxing information to 309-438-5364 or by emailing mdrhoa1@ilstu.edu.

**Online:** Use your Visa, MasterCard, Discover, or American Express card at <http://www.illinoisascd.org>

**Mail:** Send completed form with check or copy of PO to: **PD365 Farnsworth/Burke** ISU Conference Services, Campus Box 8610, Normal, IL 61790-8610.

**Fax:** Fax completed form to 309-438-5364 using your Visa, MasterCard, Discover, or American Express or a copy of school P.O.

Payment Information:  
 (Payment or purchase orders MUST accompany registration form)  
 \_\_\_\_\_ Check made payable to Illinois State University enclosed  
 \_\_\_\_\_ Purchase order ENCLOSED. Purchase order #: \_\_\_\_\_  
 \_\_\_\_\_ Charge Credit Card: \_\_\_Master Card \_\_\_Visa \_\_\_ Am/Ex \_\_\_Discover  
 Account Number \_\_\_\_\_

**Email:** Email a completed registration form and approved PO to mdrhoa1@ilstu.edu.

Expiration: (Month/Year MM/YY) and 3 Digit CVW code \_\_\_\_\_

Name on Card \_\_\_\_\_