



FOR THE
FUTURE OF WORK
FLORIDA

Xello Florida Summit 2026

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Cohort:

ADMINISTRATION



Date:

February 19–20, 2026



Location:

Embassy Suites by Hilton Orlando Lake
Buena Vista South
4955 Kyngs Heath Rd, Kissimmee, FL 34746

Welcome to the 2026 Xello Florida Summit: Connect, Collaborate, Celebrate

We're so glad you're joining us!

You'll join a community of Florida educators, counselors, administrators, and workforce partners who share a common goal, ensuring every student is future-ready.

This year's Summit is designed to celebrate your impact while equipping you with fresh ideas, proven strategies, and connections that will strengthen college, career, and life readiness across our state. You'll notice that each workshop session is organized by cohort, the one you selected during registration. These tailored sessions are meant to help you connect with peers who share your focus area and explore approaches most relevant to your role.

We encourage you to participate fully, ask questions, and share your own experiences. Together, we'll continue building a stronger, more connected Florida workforce pipeline, one student at a time. We're thrilled to have you with us.

Let's connect, collaborate, and celebrate!

Sincerely,
The Xello Team



🕒 5-6 PM

📍 Palms ABC Foyer

Welcome reception

🕒 6-7 PM

📍 Palms ABC

Todd Speciale

KEYNOTE

🕒 7-9 PM

📍 Palms ABC

Xello Awards Dinner & Celebration

⌚ 6:30-9:30 AM

📍 Bar and Complimentary
Breakfast**Drop-in breakfast**

Drop in for breakfast anytime during the morning window.

⌚ 9:45-10:15 AM

📍 Palms ABC



Opening Session, Shedly Casseus**KEYNOTE**

⌚ 10:30-11:15 AM




📍 Cypress 1-2


The Executive Elevator Pitch: How to Sell the Value of CCLR

District leaders are often asked to explain the importance of college, career, and life readiness (CCLR) in just a few minutes. This session gives administrators a framework for building an “executive elevator pitch” that resonates with superintendents, boards, and senior leaders. Participants will practice translating the strategic value of CCLR into clear, compelling language that ties directly to student outcomes, accountability, and workforce priorities. Through role-play and peer coaching, attendees will leave with a polished pitch they can adapt for different audiences.

 11:15-11:30 AM**Break** 11:30 AM-12:15 PM Palms ABC**Leading Change: Building Buy-In for CCR Across Schools and Staff**


Change takes collaboration, and data that inspires confidence. In this interactive session, administrators and counselors will explore how to use CCR data to evaluate existing programs, pinpoint areas for improvement, and communicate results that motivate staff and stakeholders. Participants will gain practical knowledge to align CCR goals across campuses, ensuring consistency, transparency, and collective ownership of student readiness outcomes.

 12:15-1:15 PM Palms ABC**Lunch: FDOE address** 1:15-1:30 PM**Break**

 1:30-2:15 PM Cypress 1-2

The Power of Alignment

Administrators and community partners will explore how data can reveal alignment between learner interests, school programs, and workforce needs. Participants will examine where strong pathways already exist, where opportunities are emerging, and where new partnerships could strengthen WBL, CTE, advising, and postsecondary transitions. Through interactive, hands-on activities, teams will define clear success measures and identify the systems, supports, and resources needed to deliver coordinated, high-quality pathways that help students move confidently from the classroom into in-demand careers.

 2:15-2:30 PM

Break

🕒 2:30-3:15 PM

📍 Cypress 1-2

CCR Accountability in Action: Building the Data-Driven Culture You Want

Accountability is the bridge between intention and impact. In this closing session, administrators will learn how to identify key indicators within Xello and other systems that show whether college, career, and life readiness (CCLR) initiatives are truly taking hold. The focus is on data fluency. Helping school leaders interpret results, communicate progress, and turn insights into meaningful action.

Participants will leave with practical tactics and examples for cultivating a culture where data is not only collected but actively used to drive decisions, strengthen programs, and sustain CCLR as a districtwide priority.

🕒 3:15-3:30 PM

📍 Palms ABC

Break

🕒 3:30-4 PM

📍 Palms ABC

Closing: Thank yous & goodbyes



KEYNOTE

**Todd Speciale,
MSGA Consulting**

Todd Speciale, CEO MSGA Consulting, is a renowned motivational speaker, sales/business and leadership expert, and three-time best-selling author. Known as "The Culture Creator," he transforms teams with integrity-driven leadership, training c-suite executives and inspiring thousands with his authentic results-focused approach.



KEYNOTE

**Shedly Casseus,
The Scholarship Plug**

Shedly Casseus Parnter is a national trailblazer in education and entrepreneurship, guiding over 8,500 students to secure millions in scholarships. As founder of The Scholarship Plug, she leads 60+ annual workshops that ignite ambition, build community partnerships, and turn college dreams into funded realities.

**ADMINISTRATION****Valerie Santos****K-12 School Counseling Specialist,
Pinellas County**

Valerie has served her Pinellas community for more than 20 years as a school counselor and presently as a School Counseling Supervisor for the past 4 years. Her number one goal: ensure every child has access to career exploration and post-secondary options, along with resources and guidance for their plans to come to fruition.

**ADMINISTRATION****Danielle Malfara****Workforce Development Programs
Manager, AdventHealth**

Danielle Malfara is the Coordinator of College & Career Counseling for the School District of Osceola County. Her background includes both higher education and K-12. She currently serves on the Xello-Florida Advisory Committee, Junior Achievement Osceola Advisory Board, and UpliftED Advisory Council. She previously taught 6th-12th grade science and AVID as well as served as a high school College & Career Counselor.

**ADMINISTRATION****Robert Palmer****Senior Administrator, Orange County**

Robert Palmer, Ed.S. is a Senior Administrator in Orange County Public Schools. He is responsible for data monitoring/tracking of college/career readiness indicators. With his team of District Postsecondary Counselors (4) they support staff across 23 High Schools to ensure that students can identify and complete steps toward their Postsecondary Plans.

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