Welcome to WASDA’s September edition of our online Newsletter! Here we go! It is Fall—a time of the year that has the WASDA staff hopping from one event to the next starting with the Fall Superintendents Conference WASDA will be presenting with the State Superintendent of Public Instruction in Madison, September 18-20, at the Madison Concourse Hotel. We are looking forward to seeing many of you at this event.

Registration is also open for the annual School Finance Workshops and the WASSA Fall Workshop, as well as the 2019 SLATE Conference. A complete listing of all WASDA events can be found at www.wasda.org.

It’s going to be another busy year! We look forward to seeing you at many of our upcoming events.
SEPTEMBER 2019
WASDA E-NEWS

WASDA President’s Message
WASDA Executive Director’s Report
The Capitol Report - John Forester, Executive Director
Fall Superintendents Conference
Thank You WASDA Business Partners
First Year Superintendents Workshop II
2019 Fall School Finance Workshops
2019 WASSA Fall Workshop
Supporting Principal Excellence Academy
Superintendent Vacancies
WASDA Calendar of Events

www.wasda.org
You’re Invited!

WASB Open House

Wednesday, September 18 • 5:30 to 6:30 p.m.

122 West Washington Avenue, Ground Floor
(Northeast corner of Fairchild Street and West Washington Avenue, in the Hovde Building)

Enjoy complimentary food and refreshments and network with WASB staff.

We are just a short walk from the Madison Concourse Hotel.
Please join us!
An article I read a number of years ago entitled, *Leading in Interesting Times*, (written by R. Davidovich and J. Koehn), still rings true today as we embark on a new school year. The article provided insights for school leaders into how to find the balance between not changing (i.e. maintaining the status quo) and constantly adapting. Some of the ideas presented included:

1. We have a moral imperative to prepare our children today for their future, not our past. This is and always will be a responsibility of society's elders.
2. All sectors of our society are struggling to keep up with the accelerated rate of change which currently exists in our world. Education is no exception.
3. Schools have a different responsibility today. When we were an industrial nation, employees who were capable of working in a highly structured job were in high demand. Today, global competition requires students who are independent learners and have high levels of creative thinking and problem-solving skills.
4. If we look at education and say it needs to be fixed, then we are in a mindset which requires us to think of a solution. If we see schools as responsible for adapting to meet societal needs, then we recognize that there is a myriad of possible ways to resolve challenges and we look for how to do things in new ways.
5. It is important to focus on core values, beliefs, and mission to navigate through difficult times.

As I think again about these ideas, it occurs to me that the automobile industry presents the perfect analogy to what education has been experiencing. Today's cars are very different from the old Model T Ford that was first introduced to the market. The Model T Ford wasn't a broken car that needed to be fixed. You can still catch a glimpse of these cars when owners journey out and about for special events/shows. However, the Model T Ford did evolve into the Ford Mustang and Ford Fusion and other models with different colors, shapes, engines and accessories due to the demands of both our society and consumers. The automobile of today will be different in 2030, not because today's automobile is broken but because of the industry's need to adapt to societal needs and demands in order to remain viable. We need to view our public schools in this same way. Change must happen. The status quo has to be challenged in order for us to create a system in which every student is college or career ready. There are no "silver bullets" and we have to do more than just get better at the old ways. We have to do things in new ways.

As District Administrators, it is our job to generate the understanding, support, and needed resources from our communities so we can adapt to the challenges presented to us. This is where WASDA benefits each and every one of us. Through the professional development provided at workshops and conferences, we can sharpen our skills in planning strategically for needed educational changes and in garnering the needed support for those changes.

Plan on attending our Fall Superintendent Conference in Madison on September 18-20. You will leave with lots of ideas on systemic continuous improvement, building leadership capacity among your staff, and ways to pursue meaningful equity for all students. Our public schools aren't broken. They don't need to be fixed. We are evolving, we are adapting, and we are educating our students to a higher degree than ever before. Let WASDA be your partner in this most important work!
WASDA
Executive Director’s Message
September 2019
Dr. Jon Bales
“Off We Go!”

Please click on the link below to hear a message from Jon.

CLICK HERE.

Please send your comments and questions to Jon - jbales@wasda.org.

Please click here to read the Regional Educational Laboratory Midwest Research Update.
Building their future

Your students deserve the best. The best teachers. The best programs. The best facilities. Hoffman will help you create the best learning environment for your students to thrive and grow.

Your students deserve first-rate facilities. You deserve a partner ready to make that happen.

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REGISTER TODAY!

2019 FALL SUPERINTENDENTS CONFERENCE

Presented by WASDA
in cooperation with the
Wisconsin Department of Public Instruction
Carolyn Stanford Taylor, State Superintendent

SEPTEMBER 18-20, 2019
MADISON CONCOURSE HOTEL

BOOK YOUR HOTEL ROOM NOW!

DOWN TOWN HOTELS:

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MADISON MONONA TERRACE HILTON HOTEL - 1-866-255-5100
AC HOTEL BY MARRIOTT MADISON DOWNTOWN - 608-286-1337
THE EDGEWATER - 608-535-8200
HYATT PLACE MADISON/DOWNTOWN - 1-608-257-2700
BEST WESTERN INN ON THE PARK - 1-800-279-8811
DOUBLETREE OF MADISON - 1-800-222-TREE
THE CAMPUS INN - 1-800-589-6285
UNIVERSITY INN - 1-800-279-4881

FOR MORE HOTELS IN MADISON PLEASE VISIT:

www.visitmadison.com

Register today at www.wasda.org!
WASDA FIRST YEAR SUPERINTENDENTS ACADEMY
WORKSHOP II

Sponsored by

BAIRD

WEDNESDAY, SEPTEMBER 18, 2019
CONCOURSE HOTEL - MADISON

PROGRAM

7:30 a.m.  REGISTRATION/CONTINENTAL BREAKFAST

8:00 a.m.  FIVE LEVERS TO IMPROVE LEARNING
Dr. Rickabaugh will provide a powerful framework to ensure schools are engaged in the work most likely to develop capacity of the organization and result in improved student learning.

Dr. Jim Rickabaugh

9:00 a.m.  BOARD RESPONSIBILITIES
This session will provide an introduction to the basics of school and governmental law as it pertains to the school board responsibilities. Topics will include the school board and board member power and duties, respective roles of the board and the district administrator, conflicts of interest and board member liabilities.

Attorney Bob Butler, Associate Executive Director and Legal Counsel – WASB

10:00 a.m. BREAK

10:15 a.m. OPEN MEETINGS LAWS AND OTHER LEGAL TIPS NEW SUPERINTENDENTS NEED TO KNOW
Avoid legal entanglements for yourself and the board with fundamental legal tips offered by Kirk Strang.

Attorney Kirk Strang, Strang, Patteson, Renning, Lewis & Lacy, s.c.

11:15 a.m. FINANCIAL MANAGEMENT HINTS: WHAT TO MONITOR AND WHAT TO COMMUNICATE TO THE SCHOOL BOARD
What questions do astute superintendents ask the business manager and bookkeeper? What data should be monitored on a regular basis? What information do boards of education typically want and need to know? Presenters from the Baird School Business Solutions Team will give insights for effective financial management.

Baird Financial Team
12:15 p.m.   LUNCH – Networking Opportunity with the WASDA Board and Overview of Baird Video Library
WASDA Board of Directors will join the new superintendents for conversation during lunch. Additionally, members of the Baird School Finance Team will introduce the Baird Video Library containing over 100 video tutorials available to assist superintendents with school finance issues.

1:00 p.m.   FINANCE EDU CAMP
Bring your finance questions and dilemmas (and your computers to access your customized financial data and the Baird Video Library) to tap the expertise of Baird representatives during this interactive networking and problem solving opportunity.

2:00 p.m.   REFLECTION - To What Degree has the Academy Affected Thinking and Practice thus far?

2:15 p.m.   DEFINING SUPERINTENDENT EVALUATION
A successful superintendent evaluation process depends on clear expectations, mutually understood criteria and effective communications. Use the ideas presented by Jon Bales to ensure your evaluation process is defined now, not after the fact, to best position you for success.

Jon Bales, WASDA Executive Director

3:00 p.m.   ADJOURN

REGISTER AT WWW.WASDA.ORG!

84% of employees want financial wellness programs. ...Only 18% of employers currently offer them.*

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*Source: PLANSPOsor
A SPECIAL THANK YOU TO THE FOLLOWING WASDA BUSINESS PARTNERS FOR SUPPORTING THE 2019 FALL SUPERINTENDENTS CONFERENCE

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CESA Purchasing
CG Schmidt, Inc.
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Discovery Education
EUA
Forecast5 Analytics, Inc.
Houghton Mifflin Harcourt
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Kraemer Brothers, LLC
Kraus-Anderson
Lifetouch National School Studios, Inc.
Market & Johnson
Miron Construction Co., Inc.
National Insurance Services
Neola, Inc.
PMA Financial Network, LLC
Plunkett Raysich Architects, LLP
Rachel Wixey & Associates LLC
Renaissance
Scholastic Education
Skyward, Inc.
Somerville Architects & Engineers
Starting Point-EM
Vocabulary.com
As you gear up for this Fall’s Superintendents Conference – focused on helping you navigate the increasingly complex landscape of school district administration – check out these resources we’ve assembled to help you simplify.

Whether you’re planning a new space or refreshing the old, our team is here to help you fill your libraries and classrooms with furniture, supplies, and learning materials that will help you keep your students engaged this school year.

Why Your Classroom Needs to Be Flexible — in More Ways Than One

Making classrooms “flexible” doesn’t just mean replacing the furniture. In this article, Dr. Robert Dillon introduces some simple strategies your staff can use to incorporate flexible learning and instruction in their classrooms.

LEARN MORE

How One Maker Cart Transformed Hands-On Learning for an Entire School

Can one cart really unlock the door of project-based learning at your school? Could it really be that simple? We think so. Check out this article to learn how the TeacherGeek® Maker Cart has completely transformed learning at Mineral Point Middle School.

LEARN MORE

Need Expert Advice?

If you’re feeling overwhelmed at the prospect of refreshing, remodeling, or creating a new space, I’m here to help. My name is Kurt Zastrow, and I’m here to connect you with the right members of our team who can help you create flexible learning spaces that support students now and into the future.

CONTACT KURT TODAY >>
GETTING SCHOOL FINANCE RIGHT:
FROM THE BUDGET TO THE LEVY

MONDAY, OCTOBER 21, 2019 - HOLIDAY INN-STEVEN'S POINT
TUESDAY, OCTOBER 22, 2019 - WASDA SCHOOL LEADERSHIP CENTER - MADISON
9 a.m. - 2 p.m.

WASDA is pleased to announce that it will be hosting two workshops entitled "Getting School Finance Right: From the Budget to the Levy." These workshops will be conducted by the DPI School Finance Team. Although open to all, this "how to do it from the ground up" workshop is geared toward new administrators or those with less than 3 years' experience. It will include:

- A detailed discussion and hands-on practice of the 2018-19 revenue limit calculation
- What to do with the October 1st Equalized Property Valuation from DOR and the October 15th General Aid Certification from DPI
- Determining the impact of the exempt business computer valuation ("Computer Aid")
- Conceptual overview of Equalization & Special Adjustment Aid (General Aid)
- How the pieces all fit together (revenue limit/general aid/levy; equalized property valuation/levy/mill rate)

The extended time will allow participants to use their own district's numbers to do the various calculations with hands-on help from the School Finance Team. The goal is for you to be confident in your budget, revenue limit and general aid numbers so the board can certify your district's levy correctly. **This is your opportunity to make sure you're getting it right!**

Items to bring with you to the workshop:

- A laptop computer
- Your district's 2018-2019 final revenue limit worksheet*
- Your district's Oct. 15th Certification of 2019-20 General Aid from DPI*
- Your district's September membership count, including 2019 summer school*
- Your district’s 2019 Equalized Values received October 1 from Department of Revenue*

*This information will be available on the SFS Team website so districts may choose to bring a hard copy or simply access the information online while at the workshop.

**Register at [www.wasda.org](http://www.wasda.org)!**

Please call the STEVENS POINT HOTEL & CONVENTION CENTER at 715/344-0200 to reserve a sleeping room for the evening of October 20.
Wisconsin public school districts face unprecedented challenges and opportunities. The attorneys at Strang, Patteson, Renning, Lewis & Lacy, s.c., are dedicated to helping you meet the challenges and take advantage of the opportunities.
THURSDAY, OCTOBER 10:

9:00-11 a.m.  WASSA ADVISORY COMMITTEE MEETING

12:00 p.m.  REGISTRATION

1:00 p.m.  WELCOME - Jon Bales, Executive Director, WASDA, and WASSA Advisory Committee Chair Jessica Doyle-Rudin

1:15 p.m.  GENERAL SESSION

Compliance: Legal Principles and Board Policies Require The District To Do What?
So many of the "teachable moments" that arise out of the review of statutes, regulations, and court decisions dictate what can't be done, or give direction with regard to interpretations, strategies, or techniques for future conduct. However, there are legal sources applicable to school districts, school boards, and District Administrators which simply mandate compliance with specific directives. In addition, board policies and administrative guidelines often include such mandates, particularly directed at the District Administrator "or his/her designee." This presentation will highlight some of the most important compliance mandates of which WASSA members should be aware with the objective of creating an "auditing resource."

Presenter: Attorney Michael Julka, Boardman Clark

2:30 p.m.  BREAK

2:45 p.m.  GENERAL SESSION

Legal Q & A
This breakout session offers a lively question and answer session on the legal issues that interest you! No outlines, no PowerPoints, just the issues that you and fellow members of WASSA confront every day and--at the other extreme--are so unusual that a blueprint is hard to find. This breakout session will provide great learning opportunities, in a relaxed, fun format. Join Attorneys Kirk Strang and Tony Renning of Strang, Patteson, Renning, Lewis & Lacy for a chance to ask questions about the issues that matter to you and to participate in the stimulating group discussions that our Q and A sessions always generate!

Presenters: Attorneys Kirk Strang & Tony Renning, Strang, Patteson, Renning, Lewis & Lacy

4:15 p.m.  Free time

5:30 p.m.  Reception

6:00 p.m.  Dinner
7:00 p.m.  **The Chrome Place**  
Have you ever wanted to make your time on Google Chrome more productive? Welcome to "The Chrome Place" and everything Chrome is awesome! During your time in "The Chrome Place" you will learn about some quick tips/tricks/ideas to make your browser time productive and enjoyable. Topics covered will be bookmarking tips, tab tricks, extensions to try, google drive ideas, and links to some nifty websites.  
**Presenter: Tricia Lewis, Technology Integration Professional, Richland School District**

**FRIDAY, OCTOBER 11:**

7:30 a.m.  **BREAKFAST**

8:15 a.m.  **GENERAL SESSION**

**Work with the Media Like a Pro**

Let's face it, working with reporters can be among the most difficult and stress-inducing aspects of your work. From being misquoted by reporters to being taken out of context, it is difficult to ensure the district's story is told accurately.

In this session, communications expert Joe Donovan will explain how to create a good working relationship with the media and provide some easy-to-implement tactics for working with reporters from your local newspaper or TV station—or even from the national 24-hour cable news channels.  
**Presenter: Joe Donovan, President, Donovan Group**

9:30 a.m.  **BREAK**

9:45 a.m.  **SECTIONALS**

**Build Your Media Relations Skills**

Baraboo School Superintendent Dr. Lori Mueller and Communications Specialist Holly Henderson will share how they responded to the media and the international outrage that resulted from a photo taken of students prior to a school dance.  
**Presenters: Dr. Lori Mueller, Supt., and Holly Henderson, Communications Specialist, Baraboo**

**Board Meeting Minutes: The Good, the Bad, and the Ugly**

Attorney Shana R. Lewis of Strang Patteson Renning Lewis & Lacy, s.c., will cover the legal obligations related to and the best practices for, recording, maintaining, publishing and disclosing the minutes of school board meetings, including open and closed sessions, committee meetings, and special meetings of the board of education.  
**Presenter: Attorney Shana Lewis, Strang, Patterson, Renning, Lewis & Lacy**

**A Healthy Dose of Information on Board Policies**

Time for your district's annual board policy physical! Are your policies in great shape - or are they laying on corner shelf somewhere turning into a policy potato? Are your board policies immunized against the with the most current policy maladies coming your way? Stop by this session for the perfect prescription of new policy information, online resources, and important reminders for your current school year. No appointed needed - this is a walk-in policy clinic!  
**Presenters: Chris Patritto, Neola Associate, Ret. Supt. Hurley & Scott Brown, Neola Associate, Ret. Supt. McFarland**
10:45 a.m. BREAK
11:00 a.m. REPEAT SECTIONALS
12:00 p.m. CONFERENCE ADJOURNS

REGISTER AT WWW.WASDA.ORG!

Board the Findorff and PRA bus to tour new education spaces!

REGISTRATION IS NOW OPEN!

Don’t miss out on the inaugural Facility Field Trip, a session offered during the WASDA Fall Superintendents Conference on September 19.

Sign up for the tour as part of the conference registration at wasda.org.

Transportation will be provided.

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2019 Field Trip will feature projects in the McFarland School District.
School administrators need skillful support from leaders of teaching and learning; leaders who believe in coaching as a vehicle for developing exemplary leadership. The Professional Growth Coaching for Leaders Academy, presented by WASDA and AWSA, will equip superintendents, central office leaders and others who directly support principals with the tools and practices that enhance principal performance in leading schools of equity and excellence for student success. The overarching goal of the Academy is to assist with the development of instructional leadership skills that deliver breakthrough results for all students.

Knowledge Objectives:

1. Identify strategies to determine best practices in teaching and learning.
2. Understand how to use evidence of principal practice to identify next steps of leader improvement that foster a positive educational environment and support the diverse cultural and learning needs of students.
3. Learn a process for determining local academic priorities and problems of practice.
4. Understand how to identify a shared problem of practice and recognize strategies to impact change.

Practice Objectives:

1. Analyze coaching conversations and scenarios for effectiveness and intended impact.
2. Promote reflection on impact by engaging leaders in coaching simulations that use targeted questioning and conversation strategies.
3. Engage in a relationship with a principal for the purpose of practicing and analyzing coaching skill.
4. Facilitate coaching conversations that ensure equity and excellence in schools.

The Academy will include four (4) full-day sessions and the sessions are intended to build upon each other. Registration will cover attendance for all four dates and will open in July.

2 Locations:

**Holiday Inn Madison at the American Center**
- Thursday, October 17, 2019
- Wednesday, November 20, 2019
- Wednesday, January 8, 2020
- Friday, March 20, 2020

**Holiday Inn-Stevens Point**
- Friday, October 18, 2019
- Friday, November 22, 2019
- Tuesday, January 7, 2020
- Thursday, March 19, 2020