Welcome to WASDA’s May edition of our online Newsletter!

We are looking forward to seeing many of you next week at the WASDA Annual Educational Conference at the Madison Concourse Hotel!

An invoice for your 2017-2018 WASDA dues will be emailed to all Wisconsin superintendents later this spring. You will also be able to pay your AASA dues and SAM-Online membership from this invoice.

We are always looking for new ways to serve our members. If we can ever be of service to you, please do not hesitate to contact us. We are here to serve you!

Wisconsin Association of School District Administrators
4797 Hayes Road
Madison, WI 53704
608/242-1090
608/242-1290 - FAX
www.wasda.org
MAY 2017 WASDA E-NEWS

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Just like that, it's May. How did it get here so fast? It seems like we were just converging on Milwaukee for the statewide education conference. May is arguably the busiest month of the school year, or at least it seems that way. With all the many projects we need to get done by the end of the year, along with state testing, awards ceremonies, retirement events, and so on, while also revving up plans for the 2017-18 school year, the days get longer and longer.

Despite how overwhelming it all seems, we remain positive and we get it done! Regardless of the challenges we face locally and from state and federal legislatures, or how discouraging they may be, I continually notice the positive attitudes our colleagues take in prevailing over these challenges. Everyone has heard the age-old advice, "When life hands you a lemon, squeeze it and make lemonade." As I look around at our great public schools in Wisconsin, it’s clear we have been following this advice! At times it feels like the odds are against us, but in 2017 we are more accountable, more efficient, and doing better than we ever have before in terms of students being college and career ready.

Of course, there's always room for improvement, so here's some more advice! Don't miss our WASDA Annual Educational Conference in Madison, May 10th through the 12th. It will be a great opportunity to network (with our very positive colleagues) while getting educated on state and federal legislation that may be impacting our schools, as well as sessions on dealing with nearly all the major challenges we have to deal with in Post-Act 10 era.

I know how busy everyone is, but I encourage you to find time to attend this conference. The networking along with the opportunity to express our collective voice to state policy makers is invaluable. We need your voice. See you in Madison!

Todd Gray
WASDA President
tgray@waukesha.k12.wi.us
Executive Director’s Message
May 2017

Dr. Jon Bales

“We Need Your Voice in Madison”

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.

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YOUR GOALS. Our Mission.

We share your commitment to public education and our children’s futures. And we’re ready to help you meet the challenges that the school year will bring.
Register Now for WASDA’s 50th Annual Educational Conference!
Theme: Education Policy Matters

Policy matters. Whether Federal, State or local, education policy shapes operational practices and the eventual outcomes students realize. The Superintendent’s voice in influencing effective education policy has never been more important. Engage with your professional colleagues at WASDA’s 50th Annual Educational Conference at the Madison Concourse Hotel in Madison on May 10-12 to understand the current state of Federal and State level education policy and how it might be meaningfully improved to benefit all students.

At the Conference you will hear from national, state and local experts with respect to educational policy and its impact on practice. You will learn what is being done to advocate for effective evidence-based policy and how you can engage in that work. You will also learn about best practices that have emerged in the current policy environment.

WASDA is proud to bring you our 50th Annual Educational Conference. Register here. Included in the Conference will be (full program to follow):

Federal Policy and State Effects
Leslie Finnan is the Senior Legislative Analyst for AASA, The Superintendents Association. Leslie focuses on Federal Education Policy and its implications for states and local districts. Leslie will provide a comprehensive update on the status of ESSA, as well as an overview of policy considerations advanced by the Administration and the Department of Education. Particular emphasis will be given to near term budget implications for districts across Wisconsin.

Moneyball...Building Your Championship Team in an Act 10 Free-Market Employment System
Mike English is President and CEO of WASDA Business Partner, Forecast5 Analytics, Inc. Forecast5 specializes in business analytics and decision support tools for school leaders. For the past year, Forecast5 has been studying the impact of Act 10 on employment and compensation trends for Wisconsin educators. Mike's presentation will provide a tour of data on a statewide, regional, and peer group basis which will be informative in shaping your operational practices related to employment and staffing decisions in Wisconsin's new "free-market" environment. He will conclude with some national perspectives on the trending topics of "Academic Return on Investment" and alignment of finances for student outcomes.

A Business/Education Roundtable on College and Career Ready:
A conversation with Business and Higher Education leaders discussing the skills and characteristics students require to be truly College and Career Ready. Policy initiatives emphasizing readiness have shaped programs and services throughout Wisconsin. What practices will produce the best outcomes for students?

The Wisconsin Legislature and Current Policy Deliberations
A panel of legislators will discuss the current status of Wisconsin’s budget policy and education related policy proposals.

Celebrations and Entertainment
In addition you will enjoy hearing from this year’s WASDA Statewide Special Recognition Award Honorees, celebrate the careers of retiring superintendents, hear from the incoming Association President-Elect Steve Bloom, and be entertained by the music of The Superintendences.

Looking forward to seeing everyone.
Strang, Patteson, Renning, Lewis & Lacy congratulates one of its founding shareholders, Attorney **Kirk D. Strang**, for being selected by the Wisconsin Association of School District Administrators (WASDA) as the recipient of the 2017 WASDA Award of Special Recognition for Service to Wisconsin.
PROGRAM

7:30 a.m.  REGISTRATION/CONTINENTAL BREAKFAST

8:00 - 8:30 a.m.  WELCOME AND REFLECTION
Finishing Strong and Planning Proactively for the Next Year.
The school year is coming to a close. Many accomplishments have been realized in your first year. But one good year doesn't make a good run. Expectations will actually increase if you've had a good year. Attention to several tips can help ensure you have a strong finish to your first year and a productive start to your second.
Discussion facilitated by Kathleen Cooke and Michael Gallagher

8:15 a.m.  FINANCIAL LITERACY - DEBT 101
There are many procedures and statutory provisions relating to bonding and indebtedness. Learn from the experts, what superintendents need to know including understanding the debt issuance process, Funds 38 and 39, EMMA filing requirements, the bond rating process, role of bond counsel and other related topics.
Baird Financial Team

9:15 a.m.  BREAK

9:30 a.m.  LEGAL UPDATE
The rapidly changing legal landscape continues to offer topics that must be mastered to avoid legal entanglements. Gain insight from the "legal eagles" in a round two discussion of "current events" and hints for handling challenging personnel issues.
Attorney Kirk Strang - Strang, Patteson, Renning, Lewis & Lacy

10:30 a.m.  PROVIDING LEADERSHIP WHEN EXPECTATIONS CONFLICT
Successful leaders understand that expectations of the staff, community or board may conflict. But rather than feeling caught in the middle, they employ strategies to identify and build common ground and ownership for direction, while serving as a child advocate. Learn tips utilized by experienced leaders who have successfully prevented or navigated conflicting expectations to create a culture of high expectations, transparency and results.
Presenters: Brian Busler, Supt., Oregon; Deb Kerr, Supt., Brown Deer; George Mavroulis, Supt., Middleton Cross Plains; and Ron Walsh, Supt., Plum City

11:30 am  LUNCH
12:15 p.m.  EFFECTIVE COMMUNICATIONS FOR LEGISLATIVE ADVOCACY AND COMMUNITY ENGAGEMENT
Creating an effective communications plan for community engagement and legislative advocacy doesn't happen by chance. Understanding principles of communication, shaping messages to match audience expectations and selecting the appropriate communication tools require informed decision making. Participants will work with the presenter to learn strategies to tailor communications for specific district and community needs.

Joe Donovan, President, Donovan Group

1:15 p.m.  STRATEGIES FOR REFERENDUM PLANNING AND SUCCESS
Is a referendum in your district's future? Learn from a Public Outreach Specialist hints that will support your district's planning and preparation.

Kit Dailey, Eppstein Uhen Architects

2:15 p.m.  PRIORITY PLANNING FOR 2017-18 - HOW SHOULD WASDA MEET THE NEEDS OF YEAR TWO SUPERINTENDENTS?
Your input will be sought regarding content and activities which can be facilitated by WASDA to best support your continued growth and leadership development during your second year.

Discussion facilitated by Kathleen Cooke and Jon Bales, WASDA Executive Director

2:50 p.m.  Wrap up

3:00 p.m.  Adjourn

FINDORFF CARES
ABOUT KIDS FROM THE GROUND UP.

Our education team serves the K-12 market by partnering with schools to help them identify facility goals and construct quality buildings that enhance the learning experience. Between our Madison and Milwaukee offices, we have successfully completed nearly $1 billion in education projects over the past 10 years.
ELECTION OF WASDA BOARD MEMBERS

The following terms of board members currently serving on the WASDA Board of Directors expire as of June 30, 2017:

- CESA #1 Deb Kerr-Brown Deer
- CESA #5* Gus Knitt-Pardeeville
- CESA #6 Kieth Kriewaldt-Erin
- CESA #7** Louise Blankenheim-Kiel
- CESA #9* Larry Ouimette-Lac du Flambeau
- CESA #12 Chris Patritto-Hurley

*Gus Knitt and Larry Ouimette are eligible for reelection for a three-year term on the board. The other board members are NOT eligible for reelection.

**Louise Blankenheim is retiring as of June 30, 2017. Her term ends June 30, 2019. Therefore, there will be a special election for a two-year term to complete her term.

Superintendents in WASDA wishing to place their names on a ballot to run for the board position open in their respective CESAs must notify the WASDA office on or before April 15, 2017. In order to have a name placed on the election ballot, a WASDA superintendent must follow one of the two following procedures:

1. A written letter of declaration (or email) by a WASDA superintendent sent to the WASDA office. OR
2. By three superintendent members of WASDA signing a nomination paper requesting the name of a WASDA superintendent to be placed on the ballot.

In the event more than two candidates qualify for the ballot, there shall be a primary election held not less than 30 days before the general election, to be conducted in the same manner as the general election. Ballot order shall be determined by draw of names by the Executive Director of the association in the presence of two voting members who are not candidates for the office. The ballots shall be distributed to the voting members no later than May 15, 2017, with an established deadline for return of the completed ballot of June 1.

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2017 WASDA SUMMER LEGAL SEMINAR

Mark your calendars now and plan to attend WASDA’s Annual Summer Legal Seminar at the beautiful Stone Harbor Resort in Sturgeon Bay. This year’s seminar will be held July 26-28.

WASDA members can call the Stone Harbor Resort now to reserve their room for the evenings of July 26 and 27. Please call the resort directly at 1-920-746-0700. Please do not wait long to book your room as the resort typically sells out for this event!

To assist in your planning, the seminar will kick-off with a reception at 5:30 p.m. on Wednesday, July 26, followed by dinner and the first presentation. The seminar will continue all day on Thursday and adjourn by noon on Friday, July 28. There will also be an informal golf outing at noon on Wednesday, July 26.

The program will be planned this spring. Registration information should be available online at www.wasda.org in May.
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NEW BUILDING ADMINISTRATORS ACADEMY

Year long academy helps new building leaders get off to a great start!
Now is the time of year when there are many changes in school district administrative teams. As principals retire or move, you’ll be hiring a new group of first-time principals, associate principals or deans to round out teams and bring new energy to schools and districts.

The research is clear: highly effective school leadership is essential to high-performing schools. It is the mission of AWSA’s New Building Administrators Academy (NBAA) to provide the support necessary for first-year principals, associate principals and deans to succeed right from the start, and build a solid foundation from which they continue to expand leadership practice. The New Building Administrators Academy will provide the guidance, support, and networking necessary for school-level administrators to succeed in year one and beyond.

Benefits of the Program:
New Building Administrators Conference Series
This five-session orientation and professional development series for first-year building administrators provides a framework for ensuring a successful school year and offers opportunities for ongoing support and networking. The conference series is designed and delivered by AWSA Executive staff as well as a faculty of outstanding practicing school and district leaders. The New Building Administrators Academy provides:

1. Just-in-time and ongoing professional learning throughout the course of the first year.
2. Examples of best practices and thoughtful approaches that address major responsibilities of school-level leadership.
3. An abundance of resources to assist with on-the-job questions, concerns, and experiences.
4. A professional network of job-alike peers facilitated by first-rate administrative veterans.
5. Comprehensive support for licensure needs related to an administrative PDP

The first session of the series will take place on August 8 in Waukesha.

Coaching
This year is the option for your new building administrator to have a coach. This unique opportunity is being provided by trained coaches who have demonstrated excellence in school leadership and have the skills to help a new principal navigate challenges, recognize the value of communication, and develop and strengthen the capacity within the school so as to grow the new principal’s confidence and skill to lead for the long term. Therefore, we value the development of new administrators and are committed to providing coaching for reflective practice because of its significant impact on the ability to transfer learning into leadership actions that will serve your school community.

Licensure Support
AWSA provides licensure support to individuals as they navigate the requirements of PI 34, including online tools for developing PDPs and PDP review. As one of the founding partners of Quality Educator Interactive (QEI), AWSA members can create, maintain, and share their Professional Development Plan (PDP) online. And in case you are unaware, AWSA members may access the QEI for no additional cost.

Discounted AWSA Membership
Brand new principals, associate principals, and other school administrators may receive the services of the AWSA at a $100 discount on the first year of membership when they join as an Introductory Member.

Job-related counseling
Professional information & advice from AWSA's Executive Staff: Jim Lynch, Joe Schroeder and Tammy Gibbons. If you have a principal who is retiring, please email Robin Herring robinherring@awsa.org.
**Getting Registered**

If your district has recently hired or plans to hire a new principal in the coming months, please encourage those new administrators to look into the benefits of joining the New Building Administrators Academy. Registration is open now! Additional details can be found on the AWSA website. Please contact Robin Herring robinherring@awsa.org at AWSA with the name and email address of your new administrators so he can reach out to them with an invitation to the program.

"New Building Administrators Academy participants regularly rate the overall quality and helpfulness of the NBAA in the 90-100% range."

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**6th Annual WHAT’S RIGHT in Education**

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**FOR MORE INFO & TO REGISTER:**

STUDEREDUCATION.COM/WRIE
NEW SUPERINTENDENTS

If you are leaving your district, please be sure to notify the WASDA office of the name of the new person who will be assuming the superintendency. If the new person is either new to the superintendency or new to the state of Wisconsin, be sure to have them hold the dates of August 1-2 for the first New Superintendents Workshop for the 2017-18 school year, which will be held at the Holiday Inn-Stevens Point.

Edward E. Eckhardt Jr.

Edward E. Eckhardt Jr. passed away peacefully on April 22, 2017, at the age of 71. Ed is survived by his wife of 48 years, Karen (Kari), his son Ed III and his daughter Christine. Five siblings, Fred Eckhardt (Kathy), Margo Littlehale (Bob), Jane Gabrielson, Joan Hohs (Don), and June Barkley (Rory) will dearly miss their big brother. Three sisters-in-law, Kathleen Limbach (John), Judi Frank (Tom), and Jeaneen Hall (Brian); 14 nieces and nephews; and 10 greatnieces and nephews will miss "Uncle Ed."

Ed’s parents, grandparents, many aunts and uncles and 4-year-old sister, Marsha, preceded him in death.

Ed earned his BA, MA, and Ed D in education from Valparaiso and Loyola universities. His knowledge, strong moral character and great sense of humor allowed him to lead three school districts in several administrative capacities in Illinois and Wisconsin. Ed served as the Superintendent of the Grafton School District from 1986 until his retirement in 2003. He had a passion for hiring and retaining quality teachers, coaches and administrators to maintain the high standard of quality education desired by Grafton residents.

Raising a special needs daughter led Ed to 20 years of involvement with Portal inc., serving as President of the Board of Directors at the time of his death. Cross Lutheran Church, a ministry of Advent Lutheran Church in Cedarburg, provided Ed the opportunity to serve people in the inner-city of Milwaukee, another life-long passion of Ed’s. The communities of Grafton, Advent, Portal and Cross will miss that ever-present million-dollar smile which was reflective of Ed’s upbeat and positive outlook on life. He was happiest when getting something important accomplished! His attitude was contagious as kids and people of all ages loved to be around Ed. He will be especially missed by a large circle of friends from his youth, high school, college and professional career.

Ed’s love for golfing, biking, landscaping and fitness served him well.

He fought hard to recover from a devastating stroke in late 2016. To borrow a line about one of his heroes, Arnold Palmer, Ed’s was a life well played.

In lieu of flowers memorials made to Advent Lutheran Church/Cross Ministries, Portal Inc. or the Grafton Community Scholarship Fund are appreciated. Please visit www.muellerfuneralhome.com to send any online condolences to the Eckhardt Family.
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Kristi
WEA Trust Member

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Jenifer
WEA Trust Member

To learn more about WEA Trust, contact:

› Jon Klett, VP of Sales, Marketing and Product at 262–227–1203 or jklett@weatrust.com
As education leaders, we are faced with rising expectations and stagnant funding-doing more with less has become standard operating procedure. With this reality, a leader might ask, "Are we getting the most out of our staff?" This is a very different question than, "Can our staff work harder?" The former is the kind of question that confronts basic assumptions; it is a question of "multipliers," leaders who use their own intelligence to grow others, literally making the people around them smarter and more capable.

After analyzing over 150 leaders across 4 continents, researchers found that certain leaders weren't just intelligent themselves, they were intelligence multipliers. The research outlines the five key differentiators between intelligence Diminishers and intelligence Multipliers. These differences explain why some leaders get vastly more capability from their people!

At this year's QE Convention, Elise Foster will share the research behind Multipliers and illustrate the resoundingly positive and productive effect they have on organizations, driving innovation. She will introduce the five disciplines that distinguish Multipliers from Diminishers and provide practical tips for leading like a Multiplier. Learn the simple reason Multipliers access more than 2X the intelligence from their people.

Visit [www.qeconvention.com](http://www.qeconvention.com) for program details and to register today!