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 20-22, at the Madison Concourse Hotel. We are looking forward to seeing many of you at this event.

WASDA would also like to remind our members that we will once again be offering graduate credit through Viterbo University at the Fall Superintendents Conference and for many of our upcoming events.

One credit will be awarded for attendance at the following WASDA events:

• Fall Superintendents Conference
• SLATE Conference
• Jt. WASB/WASDA/WASBO Convention
• Wisconsin Data Summit
• WASDA Annual Educational Conference
• Quality Educator Convention
• WASDA Summer Legal Seminar

We are pleased to be able to offer our members this convenient service. It’s going to be another busy year! We look forward to seeing you at many of our upcoming events.

Wisconsin Association of School District Administrators
4797 Hayes Road
Madison, WI 53704
608/242-1090; 608/242-1290 - FAX
www.wasda.org
SEPTEMBER 2017
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
2017 Fall Regional Agenda
2017 Fall School Finance Workshops
WREA Partnership Member Benefits
2017 WASSA Fall Workshop
2017-18 WASSA Advisory Committee
2017 Fall Regionals
Superintendent Vacancies
WASDA Calendar of Events

www.wasda.org
WASB Open House

Wednesday, September 20 • 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!

Supporting, Promoting,
and Advancing Public Education
Dear Colleagues,

As you read this newsletter, you have likely engaged in induction activities with teachers and staff who are new to your district, welcomed the return of all of your employees, and celebrated the arrival of students. I thoroughly enjoy this time of year and getting back to school. There is a feeling of excitement along with a sense of optimism and possibility in a new beginning.

The beginning of the school year is an opportune time for educators to reflect on and examine why we respond to this calling and why we endeavor to continue to serve. For many, we became teachers because we remember, with fondness, teachers of our past who believed in us and our potential. It is likely that they were positive, optimistic, and encouraging. Many of us also became educators because school was a place in which we experienced success. As we encounter students and adults, we must be mindful of the fact that others have not had the benefit of our experiences, and we must endeavor to make our schools a welcoming place for everyone. Our successful efforts to engage parents, reframe their experiences, and create opportunities for the success of all children allows us to expand our cadre of support and advocacy for our schools.

For all of those who are returning to our districts, I share with you this quote from Albert Schweitzer. "In everyone's life, at some time, our inner fire goes out. It is then burst into flame by an encounter with another human being. We should all be thankful for those people who rekindle the inner spirit." In those challenging times, I trust that you will come across such a person. I hope that you are presented with opportunities to be that person for someone else. And regardless of role or title, may your organizations be filled with such human beings each day the whole year through.

Finally, in the interest of rekindling your own inner spirit, I hope that you will embrace the opportunity to learn together, to connect with colleagues, and to network with leaders by gathering for the Fall Superintendents Conference presented by WASDA later this month in Madison. The program is designed to support you, your professional learning and growth, as well as the development of the important leadership you provide to others. I look forward to seeing you there.

I wish you a great start to a successful school year!

Best regards,
Barbara J. Sramek, Ph.D.
WASDA President/Supt., Marshall
bsramek@marhsallschools.org
**Executive Director’s Message**

**September 2017**

Dr. Jon Bales

“Wait...It’s September?!?”

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.

---

**Would you pass an IRS audit of your 403(b) plan?**

Don’t leave this question unanswered.

Let Member Benefits help you stay compliant with a free 403(b) plan review. Call Kelly for an on-site appointment.

“**You don’t need to be the compliance expert**—that’s what we’re here for.”

Kelly Behnke
Retirement and Investment Services Consultant
1-800-279-4030, Ext. 6636

[Ask for our free “Top 10 list” on the most common 403(b) plan audit errors when you call!](#)
Celebrating 125 years of tradition

master planning // facility assessments // referendum // energy upgrades // solar planning // design // renovation // construction

800.236.2370 // www.hoffman.net
School District leadership today is an all-encompassing calling. Superintendents don't turn off the leadership role outside of the students’ school day hours. Indeed, the Superintendent "is always in and always on"! It requires a 24/7 investment of mental, emotional and generally physical presence.

As a result, one can never separate their "person" from the daily role they play with hundreds of people, or the political, policy driven and dynamic environment that is their life. Who you are, what you do and how you do it are inextricably tied.

This conference is designed to give you essential fuel for key parts of your life's role. We will address the current political environment you face, cover the dynamics of the reality of life for today's students and the educators who serve them, and study current trends in policy that will effect daily work. Importantly, we will also provide the opportunity for you to reflect on you the person - who you are and how that defines the leader you are. Leadership is critically important. It's also deeply personal. Join your colleagues for three days of personal learning and reflection.

**WEDNESDAY, SEPTEMBER 20**

**3:00 - 5:00 p.m. PRE-CONFERENCE WORKSHOPS*.  
*NO CHARGE, however, separate registration is required.**

1. **Wisconsin School Finance Overview and the 2017-19 Biennial Budget**  
This pre-conference workshop will provide a state school finance overview and include the many changes from the 2017-19 biennial budget that affect school districts throughout the state.  
*Presenters: Brian Pahnke, Assistant State Superintendent for Finance and Management (School Finance Overview), and Erin Fath, DPI Policy and Budget Director (2017-19 Biennial Budget)*

2. **Wisconsin School Mental Health Framework**  
The Wisconsin School Mental Health Framework is designed to help support schools develop a comprehensive school mental health system through use of their existing multi-level system of support structure. This session will provide a broad overview of the necessary shift in perspective needed to support students with mental health challenges, provide information on infusing mental health supports through all tiers of service, and give guidance on how to establish a system of care through collaborative school-community partnerships. Specific focus will be on the development of a memorandum of understanding between community clinics and school districts and several communities will be highlighted during the presentation.  
*Presenters: Elizabeth Cook, School Psychology Consultant and Christie Gause-Bemis, School Mental Health Consultant, Wisconsin Department of Public Instruction*

Amidst growing recognition that social and emotional learning skills are essential to student and adult success, schools and communities are seeking the most effective ways to teach, reinforce and cue these skills in learners. In 2017 the Wisconsin Department of Instruction introduced state-wide social and emotional learning competencies for PK-adults, acknowledging that social and emotional learning is a lifelong skill.

These competencies provide educators and parents with benchmarks to support student learning in this area. Accompanying these competencies are resources to help schools and communities effectively implement a school or district-wide social and emotional learning program.

Participants will learn the why, what and how of teaching, supporting and reinforcing these skills in all learners.

1. Participants will understand why social and emotional learning is essential to developing learners who are college and career ready.

2. Participants will learn what social and emotional learning is and 4 approaches to promote it in their school or district.

3. Participants will learn about the WI state social and emotional learning competencies and the resources available to support their implementation.

**Presenter: Beth Herman, Education Consultant**

---

5:30 - 6:30 p.m. **WASB OPEN HOUSE** - Hosted by John Ashley, WASB Executive Director and WASB Staff

WASB Offices - 122 West Washington Avenue, Suite 400. One block off the capitol square.

6:30 p.m. **REGISTRATION**

7:00 - 8:30 p.m. **Wisconsin’s State Budget: Current and Future Policy Directions and the Implications for K-12 Education Going Forward**

Todd Berry has been one of the most respected and insightful state level voices for Wisconsin’s Superintendents for over two decades. Dr. Berry is nearing retirement and is currently transitioning from his long time position as President of the Wisconsin Taxpayers Alliance (WISTAX) a nonprofit, nonpartisan research organization dedicated to policy research and citizen education. For what may well be your final opportunity to benefit from Dr. Berry’s scholarly insights, he will present his candid analysis of long-term challenges facing Wisconsin’s economy and its schools. He will close with candid reflections on how these long- and short-term factors might inform K-12 policy development and shape advocacy efforts by Wisconsin’s Superintendents in the future.

**Presenter: Todd Berry, President, Wisconsin Taxpayers Alliance**

8:30 - 9:30 p.m. **WELCOME RECEPTION**
THURSDAY, SEPTEMBER 21:

7:00 a.m.     BREAKFAST/REGISTRATION

8:00 a.m.     GENERAL SESSION
Welcome - Jon Bales, WASDA Executive Director
Chair - WASDA President Barb Sramek, Supt., Marshall

Welcome by State Superintendent Tony Evers
Wisconsin State Superintendent Tony Evers will welcome superintendents and provide an overview of state level priorities and initiatives in education for the 2017-2018 school year.

8:30 - 9:00 a.m.   GOVERNOR WALKER (INVITED)
Governor Scott Walker, Wisconsin’s 45th Governor, will address Wisconsin’s Superintendents. Governor Walker will provide highlights of his vision for Wisconsin and the vital role public education will play in the successful achievement of that vision. An emphasis on the elements of all students being College and Career Ready as a result of their public school experience will shape state education policy and state investment moving forward.

9:00 - 10:00 a.m.  MIRROR LEADERSHIP
Looking inward before leading change

Would your family recognize the person you are at work? Dr. Fred Johnson will discuss the impact of breaking free of the corporate robot mold and creating a workplace environment where you don't need to check your real self at the door. Who are you at your core? That is where decisions are made. You must know who you are, and be okay with what you see in the mirror to be an effective leader.

As school administrators, you are continually tested by people with varying agendas. Does your team support your agenda? Developing a psychologically safe team encourages collaboration, innovation, positive accountability, and ultimately increased results. Dr. Fred Johnson will dive deep into these concepts that when implemented, can lead to impactful change within your school districts.

Fred Johnson, CEO & Founder of InitiativeOne

10:00 - 10:15 a.m.   BREAK

10:15 - 11:15 a.m.  FRED JOHNSON CONTINUED

11:20 - 12:00 p.m.   LUNCH (Box lunches)

12:00 - 1:00 p.m.   STATE SUPERINTENDENT TONY EVERS’ ANNUAL STATE OF EDUCATION ADDRESS, FRIENDS OF EDUCATION ADDRESS & TEACHERS OF THE YEAR RECOGNITION - State Capitol Rotunda
What Can Social Media REALLY Do For My District?

Social media can be overwhelming, nerve-wracking, fun, informative, engaging and scary - all at the same time! Listen and learn all about how these five different schools have embraced social media. They will share why they use it, how they manage it and what the impact has been.

**Panel:** Andrea Gribble, #SocialSchool4EDU; Brian Henning, Supt., Waterloo; Eric Wright, Supt., Elk Mound; Luke Francois, Supt., Mineral Point; Damian LaCroix, Supt., Howard-Suamico; and Heidi Taylor-Eliopoulos, Supt., Chippewa Falls

Effective Strategies for Employee Retention

Employee retention is a significant concern for school leaders throughout our state and nation. How do we retain our talented staff in a climate of decreasing applicant pools and increased competition for talent? How do we create a working environment that people don’t want to leave? You are sure to go back to your school district with proven strategies to assist in retaining new hires, experienced teachers, and high performing veterans. Learn from school districts using Evidenced-Based Leadership strategies how to engage employees at various stages of their teaching career. How do we best connect with new employees? How do we re-recruit talented veteran staff? These strategies can be employed by district leaders to connect with and engage staff…..and improve employee retention in the process.

**Presenters:** JoAnn Sternke, Senior Leader, Studer Education; Kristine Gilmore, Supt., D.C. Everest; Roger Rindo, Supt., Oconomowoc; and Connie Biedron, Supt., Altoona.

Key Federal and State Policy: Where Are We Headed?

This school year will begin a new education policy environment shaped by Wisconsin’s newly created, Federally required ESSA Plan. Focus priorities of school accountability, targeted school improvement, teacher development and equitable student achievement will define the work in Wisconsin’s school districts for the foreseeable future. Superintendents will gain an understanding of the key tenants of Wisconsin’s ESSA Plan and the implications for implementation and ongoing practice. Similarly, the related state-level accountability and district reports cards will evolve in a way to align with Federal policy and shape critical public understanding of school performance and student outcomes. Superintendents will play a critical role in influencing the structure and design of the state report card. This session will be invaluable to your understanding of state wide direction for public education.

**Presenter:** DPI Leadership Staff Directing Wisconsin’s ESSA Implementation and Reporting

Personalized Learning: Why, What and How for Superintendents

One of the most profound changes in education practice centers on the evolution in instructional methods toward Personalized Learning. More than simply another initiative, it represents a fundamental shift in the nature of instructional content and design. No change of this magnitude is accomplished solely through fiat or consultants. Institutional change demands prerequisite readiness, effective process and ongoing engaged commitment of involved staff at all levels. This session will affirm the value of personalized learning for all students, identify elements of system readiness and highlight critical factors in successful implementation over time of personalized learning strategies.

**Presenter:** Ryan Krohn, Director, Institute for Personalized Learning

2:30 - 2:45 p.m. BREAK
2:45 - 3:45 p.m.  BREAKOUTS (REPEAT OF 1:30 P.M. SESSIONS)

5:30 - 6:45 p.m.  RECEPTION

FRIDAY, SEPTEMBER 22:

7:00 a.m.  BREAKFAST

8:15 - 9:45 a.m.  EVERY FAMILY ENGAGED, EVERY STUDENT LEARNS!
Families are the first and most influential teachers of their children. Schools that harness the power of families see impressive gains in learning. Dr. Steve Constantino, one of the nation's leading practitioners in family engagement, will share the Five Simple Principles process that builds the capacity of any school to engage every family. With his infectious humor and tell-it-like-it-is style, Dr. Constantino will captivate, motivate and inspire you to engage every family today!

Dr. Steve Constantino, Leader, teacher, author and entrepreneur

9:45 a.m.  BREAK

10:00 - 11:15 a.m.  FEDERAL EDUCATION POLICY UPDATE
AASA's legislative advocacy portfolio is broad, and entails any federal conversation that would impact the nation's public schools. AASA's Ellerson Ng will provide an update on the latest and greatest goings-on in DC as it relates to federal education policy and what it will mean for your schools, including ESSA, IDEA, school nutrition, health care, funding, rural education, E-Rate, Perkins, and more.

Noelle Ellerson, Associate Executive Director, Policy & Advocacy, AASA

11:15 - 12:00 p.m.  WISCONSIN STATE EDUCATION POLICY STATUS AND FUTURE IMPLICATIONS
Education Policy at the Federal and State Level shapes everyday practice in schools and classrooms. It sets a context in which educational leadership must operate. Good policy is informed by relevant research and credible evidence that identifies effective practices in teaching and learning as well as system continuous improvement strategies. In 2014 the SAA initiated its emphasis on an evidence-based policy agenda - work that would influence its engagement in the legislative process in Wisconsin. Similarly, the National Conference of State Legislatures engaged in an extensive international research project to identify effective Education Policy around the world that supported effective practice and outcomes in areas that align with success. In their report, No Time to Lose, the NCSL spelled out findings and recommendations for good Education Policy.

Madeleine Webster, Policy Specialist with NCSL, Senator Luther Olson and John Forester will discuss the NCSL report, No Time to Lose, the research behind the report and the recommendations for effective education policy it advances. Specific implications for Wisconsin will be highlighted along with strategies that would serve to advance the establishment of research-based education policy for K-12 systems in our state. Learn what role Superintendents can serve in shaping the policy context in Wisconsin.

Madeleine Webster, Policy Specialist, NCSL; Senator Luther Olson, Chair, Senate Education Committee & NCSL Members; and John Forester, Executive Director, SAA

12:00 p.m.  ADJOURN
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.

Green Bay - Toll Free: (844) 833-0830     Madison - Toll Free: (844) 626-0901
Service Centers in Milwaukee and Oshkosh

www.strangpatteson.com
A SPECIAL THANK YOU TO THE FOLLOWING WASDA BUSINESS PARTNERS FOR SUPPORTING THE 2017 FALL SUPERINTENDENTS CONFERENCE

#SocialSchool4EDU
APPTEGY
CG SCHMIDT
CODE TO THE FUTURE
CONSTRUCTION BUSINESS GROUP
DISCOVERY EDUCATION
DREAMBOX LEARNING, INC.
EPPSTEIN UHEN ARCHITECTS
FORECAST5 ANALYTICS
GRANT SPECIALIST USA, INC. (Bronze Level Thursday breaks)
INFINITE CAMPUS
J.H. FINDORFF & SONS, INC.
JP CULLEN
KRAUS ANDERSON (Bronze Level Wednesday reception)
LIFETOUCH NATIONAL STUDIOS, INC.
MIRON CONSTRUCTION
NATIONAL INSURANCE SERVICES
NAVIGATE PREPARED
NEOLA, INC.
NEXUS SOLUTIONS (Silver Level Thursday breakfast)
NWEA
PERFORMANCE SERVICES (Gold Level Thursday Reception)
PMA FINANCIAL NETWORK, INC.
RENAISSANCE
SCHOLASTIC EDUCATION
SIEMENS INDUSTRY, INC.
SKYWARD
STUDER EDUCATION
UW MADISON ED LEADERSHIP & POLICY ANALYSIS (Silver Level Thursday Reception)
WEA MEMBER BENEFITS (Silver Level Thursday breakfast)
Your work is too busy for more busywork.

When open enrollment rolls around, how many hours will you devote to paper applications and employee support? Shouldn’t you spend more time attracting top talent and less time shuffling papers and fielding questions about plan options? My Choice from Security Health Plan is an online enrollment tool with built-in decision support to help employees make better choices and help you avoid unnecessary paperwork.

**Streamline enrollment**

Read our popular article and schedule a live demo.

www.securityhealth.org/demo or 715-602-3664

Security Health Plan of Wisconsin, Inc., complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability or sex. ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-800-472-2363 (TTY: 711)

LUS CEEV: Yog tias koj hais lus Hmoob, cov kev pab txog lus, muaj kev pab dawb rau koj. Hu rau 1-800-472-2363 (TTY: 711)
WASDA FIRST YEAR SUPERINTENDENTS ACADEMY
WORKSHOP II

Sponsored by

WEDNESDAY, SEPTEMBER 20, 2017
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. James Rickabaugh

9:00 a.m.  MEANINGFUL COMMUNITY ENGAGEMENT
We know the importance of a meaningful relationship between a school district and the communities it serves—the vision and values of how student’s are educated need to be clear and aligned. This session will overview a spectrum of methods for public participation and provide specifics of a highly collaborative approach called a “Future Search.”
Drew Howick, Howick Associates

10:00 a.m. BREAK

10:15 a.m. OPEN MEETINGS LAWS AND OTHER LEGAL TIPS NEW SUPERINTENDS 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 insight for effective financial management.
Robert W. Baird & Co. School Finance Team

12:15 p.m. LUNCH
1:15 p.m.  **FINANCE EDU CAMP**  
Bring your finance questions and dilemmas to tap the expertise of Baird representatives during this interactive networking and problem solving opportunity.  
_**Robert W. Baird & Co. School Finance Team**_

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](http://WWW.WASDA.ORG)**

---

**TURN ON THE SAVINGS**

2. Make simple behavior changes like turning off the lights when not in use.
3. Receive cash incentives for your sustainable actions!

**FLIP THE SWITCH - BECOME A DEET SCHOOL TODAY!**

Contact us to learn more!  
888.947.7828 • focusonenergy.com/DEET

---

©2017 Wisconsin Focus on Energy  
A60.001.082117.02
WASDA FALL REGIONAL MEETING AGENDA

8:00 - 8:30 a.m.REGISTRATION
Continental Breakfast and Networking

8:30 - 8:45 a.m.WELCOME AND ORIENTATION TO THE DAY
Barb Sramek, President, WASDA
Jon Bales, Executive Director, WASDA

8:45 - 10:15 a.m.LEGAL UPDATE FOR SUPERINTENDENTS
The 2017 WASDA Fall Regional programs will again feature a legal update for superintendents from the attorneys at Strang, Patteson, Renning, Lewis & Lacy, s.c. This fall's update will cover a variety of current legal issues of interest to public schools, within an emphasis on the import of those issues to school superintendents.

The program will feature a general school law update, with the latest legal information of interest to superintendents on a variety of subjects, including important recent legislation. The program will also focus on new developments and key court decisions under Wisconsin's Open Meetings Law, and will provide superintendents with information and tools to ensure their districts' compliance with the law. In addition, the program will feature new information concerning the legal rights of transgender students, evaluating and developing related policies, and tools and procedures for addressing individual students' concerns. We will also consider the import of important, recent federal court decisions as part of this discussion.

This program not only will discuss legal developments, but will also address strategic considerations, compliance issues, and policy development for superintendents. Join us to obtain essential legal information and strategies to share with your boards of education and administrative teams.

Attorneys from Strang, Patteson, Renning, Lewis & Lacy, s.c.

10:15 - 11:30 a.m.Q & A ON LOCAL LEGAL ISSUES
In an open discussion format attorneys will answer questions and provide counsel on specific issues of interest to the superintendents in attendance. Join your colleagues for this informative individually relevant segment of our program!

11:30 - 12:15 p.m.LUNCH

12:15 - 12:35 p.m.REACHING OUT TO EDUCATORS
The session will focus on how WREA members can reach out to support schools/districts/educators to be effective in today's educational realm. Collaborative efforts will be shared and discussed. Samples of resource materials will be available.

Diane Wilcenski, Executive Director, WREA

12:35 - 2:00 p.m.WHERE DO WE GO NOW? BIENNIAL BUDGET RECAP, LESSONS LEARNED AND SAA POLICY DEVELOPMENT
In this session, SAA Executive Director John Forester will recap the recently - concluded state budget session, preview the remainder of the 2017-18 legislative session, and discuss the continuing importance of maintaining our unified political voice. John will also devote a significant portion of this session to seeking WASDA member input on developing policy ideas for SAA to pursue for the remainder of this legislative session and beyond.

John Forester, Executive Director, School Administrators Alliance

2:00 p.m.WRAP UP
Jon Bales, WASDA Executive Director
GETTING SCHOOL FINANCE RIGHT:  
FROM THE BUDGET TO THE LEVY

WEDNESDAY, OCTOBER 18, 2017 - HOLIDAY INN-STEVEN'S POINT  
THURSDAY, OCTOBER 19, 2017 - 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 2017-18 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 2016-2017 final revenue limit worksheet*
- Your district's Oct. 15th Certification of 2017-18 General Aid from DPI*
- Your district's September membership count, including 2017 summer school*
- Your district’s 2017 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 ONLINE AT WWW.WASDA.ORG!**

UPCOMING FIRST YEAR SUPERINTENDENT WORKSHOPS!

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 20, 2017</td>
<td>Madison Concourse Hotel</td>
</tr>
<tr>
<td>November 14, 2017</td>
<td>WASDA School Leadership Center - Madison</td>
</tr>
<tr>
<td>February 20, 2018</td>
<td>WASDA School Leadership Center - Madison</td>
</tr>
<tr>
<td>April 18, 2018</td>
<td>Best Western Premier Hotel - Oshkosh</td>
</tr>
</tbody>
</table>

**REGISTER AT WWW.WASDA.ORG**
As you know, WASDA and WREA have forged a long-term relationship in order to strengthen our advocacy voice for public education. This relationship also allows us to bring to you personal and professional benefits that emerge from our business partnership. Among the benefits, are an array of opportunities available to you while you are still in active employment. Note that these same benefit opportunities can be made available to employees in your district if that is of interest to you.

We partner with AMBA (Association of Member Benefits Association) to offer a menu of benefits. The benefits are available to any employee who has a membership with WREA - which is available to you through your WASDA membership at a reduced cost. This and successive newsletters will provide you a series of videos that will highlight many of the benefits available to you. This month's video highlights Cancer/Heart Attack/Stroke Benefits. We hope they will be beneficial to you and your staff in making their personal decisions.

http://www.wasda.org/?page=MbrBenefitCHS
Fifteen years ago WASDA was pleased to announce the creation of a new association designed specifically for the assistants to the superintendent. This new association was named WASSA—Wisconsin Association of School Superintendent Assistants. The purpose of this organization is to share information and resources to support and enhance the role of the superintendent’s assistant personally and professionally. Complete information about WASSA and how your assistant can become a member can be found at WASDA’s website at www.wasda.org. Last year, over 250 superintendent assistants from throughout Wisconsin joined WASSA.

Below is the program schedule for the Fifteenth Annual WASSA Fall Workshop:

**Thursday, October 12:**

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 Jody Thompson, WASSA Advisory Committee Chair & Representative for CESA #2-East**

1:15 p.m.  **WORKING WITH SCHOOL BOARDS AND SCHOOL BOARD MEMBERS**
During this session, we will address the legal obligations and authority of the school board, as an entity, and school board members, as individuals. We will review best practices to support the district administrator/superintendent and the school board so as to avoid unnecessary legal entanglements. We will also consider what to do when one or more school board members don't adhere to the rules.

*Presenter: Attorney Shana Lewis, Strang, Patteson, Renning, Lewis & Lacy, s.c.*

2:15 p.m.  **BREAK**

2:30 p.m.  **LEGISLATIVE UPDATE**
In this session, SAA Executive Director John Forester will recap the recently concluded State Budget session, discuss how the K-12 budget proposals will affect Wisconsin school districts and preview the remainder of the 2017-18 legislative session. He will also discuss the importance of maintaining the SAA's unified political voice on behalf of the children we serve. Finally, John will leave time to answer member questions.

*Presenter: John Forester, Executive Director, School Administrators Alliance*

3:45 p.m.  **Break**

4:00 p.m.  **Report from WASSA Advisory Committee**

4:30 p.m.  **Free time**

5:30 p.m.  **Reception**
6:00 p.m.  Dinner
7:00 p.m.  GENERAL SESSION - TBD
8:00 p.m.  ADJOURN FOR THE DAY

FRIDAY, OCTOBER 13:

7:30 a.m.  BREAKFAST

8:15 a.m.  AVOIDING LEGAL TRAPS AND PITFALLS
As every district administrator and administrator's assistant has learned (or will learn soon enough), not all legal requirements are well-known or intuitive. In fact, almost every district administrator is faced with the response, "But that is how we have always done it!" when he or she has made an internal inquiry regarding whether a particular procedure or action comports with legal standards. This presentation will share a collection of "legalities" which pose common "traps" that arise in the cycle of a school year. Everything from annual meetings, board meetings, conflicts of interest, records, policies, and employment will be addressed with specific insights designed to assist the administrator's assistant in keeping the district administrator legally compliant.

Presenter:  Attorney Michael Julka, Boardman & Clark LLP

9:30 a.m.  BREAK

9:45 a.m.  SECTIONALS

Easy Ways to Up Your Social Media Game
How can you engage more people using social media for your school district? It's easier than you think! Andrea & Heidi from #SocialSchool4EDU will share all of their tips and strategies that help their schools reach 10,000 people each week with Facebook alone.

Andrea Gribble and Heidi Feller, #SocialSchool4EDU

There Will Be A New Superintendent:  How Can I Support the Most Effective and Successful Transition?
Recent Wisconsin history reveals approximately 75 changes per year in school district leadership at the Superintendent level. The transition process is a critical one for the District, the Community, the Board of Education and employees. At the heart of any successful transition process is the Superintendent's Administrative Assistant. What are important considerations in supporting an effective transition both for the departing Superintendent and the new one? How can you best support a smooth process of change in District leadership? Things to think about and best practices will be shared.

Jon Bales, WASDA Executive Director

Take Your Communication Skills to the Next Level
We know that effective communication is more important than ever before for schools and districts leaders and WASSA members are often in the center of the communications hub.

In this session, Joe Donovan, an educational communications expert, will discuss the critical role the assistant to the superintendent plays in communication and will provide tips for improving our interpersonal verbal and written communication skills.

Joe Donovan, President, Donovan Group
10:45 a.m.  BREAK
11:00 a.m.  REPEAT SECTIONALS
12:00 p.m.  CONFERENCE ADJOURNS

REGISTER AT [WWW.WASDA.ORG](http://WWW.WASDA.ORG)!

---

### 2017-2018 WASSA ADVISORY COMMITTEE

<table>
<thead>
<tr>
<th>CESA #1</th>
<th>Jessica Doyle-Rudin - Kenosha</th>
</tr>
</thead>
<tbody>
<tr>
<td>CESA #2-West</td>
<td>Ann Stettbacher - DeForest</td>
</tr>
<tr>
<td>CESA #2-East</td>
<td>Jody Thompson - Watertown (Chair)</td>
</tr>
<tr>
<td>CESA #3</td>
<td>Kathy Fry - Richland Center</td>
</tr>
<tr>
<td>CESA #4</td>
<td>Kristen Faye - Onalaska</td>
</tr>
<tr>
<td>CESA #5</td>
<td>Deb Zdun - Pittsville</td>
</tr>
<tr>
<td>CESA #6</td>
<td>Christine Tschumberlin - Waupun</td>
</tr>
<tr>
<td>CESA #7</td>
<td>Pam Racine - CESA #7</td>
</tr>
<tr>
<td>CESA #8</td>
<td>Maryann Rich - Marinette</td>
</tr>
<tr>
<td>CESA #9</td>
<td>Cassie Peck - Wausau</td>
</tr>
<tr>
<td>CESA #10</td>
<td>Joyce Orth - Altoona</td>
</tr>
<tr>
<td>CESA #11</td>
<td>Kim Robel - CESA #11</td>
</tr>
<tr>
<td>CESA #12</td>
<td>Penny Pierce - Drummond</td>
</tr>
</tbody>
</table>

---

### WASDA 2017 FALL REGIONALS

- **October 10** - Comfort Suites - HAYWARD
- **October 11** - Sleep Inn Conference Center - EAU CLAIRE
- **October 17** - Holiday Inn - PEWAUKEE
- **October 24** - Holiday Inn - STEVENS POINT
- **October 25** - Quality Inn - RHINELANDER
- **October 31** - KI Convention Center - GREEN BAY
- **November 6** - Ramada Inn - RICHLAND CENTER

REGISTER AT [WWW.WASDA.ORG](http://WWW.WASDA.ORG)!