Welcome to WASDA’s October edition of our online Newsletter! We hope that you all had a great first month of school.

From the comments we received during the Fall Superintendents Conference, the conference was a success. Thank you to all of you who were able to attend this event. Almost 300 superintendents, along with over thirty-five of the WASDA Business Partners, attended this year’s conference. Mark your calendars for September 19-21, 2018, for next year’s Fall Superintendents Conference. It will again be held at the Madison Concourse Hotel.

Complete details about all of WASDA’s events can be found on our website at www.wasda.org. If you experience any difficulty with the website, please contact Jessica directly at jschwedrsky@wasda.org.

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
OCTOBER 2017

WASDA E-NEWS

WASDA President’s Message
WASDA Executive Director’s Report
The Capitol Report - John Forester, Dir. Of Gov. Relations
Vaughn Sorenson Obituary
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WASDA Calendar of Events

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Dear Colleagues,

At long last, fall has arrived! While it is a great time to enjoy the natural beauty in our state, it is also the fall harvest. That causes me to reflect on the growth process and our work.

As educators and leaders, our growing season is continuous. While it may seem that we are planting the seeds for growth at the beginning of the school year, we are always sowing seeds and, most often, we may not have the pleasure of viewing the fruits of our labor because the yield will come at some point in the future. I am also reminded that we often reap what we sow.

The notion of this cycle, planting seeds, nurturing and tending, along with harvesting is also evident in your advocacy during the most recent biennial budget cycle. Through your stories, you have sown seeds in the hope of bearing fruit that will positively impact and sustain not only your schools and district, but cause a broader impact. In some cases, we have borne good fruit in the form of a significant per pupil increase. As with any planting, there are surprises and disappointments, but future yields will likely be influenced, such as the conversation around the start date.

I appreciated seeing so many of you in Madison at the fall conference and engaging around leadership, people, politics, policy and reminding each of us that leadership is deeply personal. While our speakers provided inspiration and information, I was struck by the seemingly common sense idea shared by Noelle Ellerson Ng, Associate Executive Director, Policy and Advocacy for ASSA. "Advocacy is about the off-season." As leaders, our voice is important and respected. Through our advocacy, we have sown seeds that have the potential to bear much fruit, and we will continue to tend to these efforts in the off-season.

I trust that the fall conference contributed to your professional learning and provided an opportunity for you to network with colleagues. I look forward to seeing you at the regional meetings across our great state as we continue to learn together and deepen our understanding of the implications of the legislation promulgated within the budget and our continued advocacy in the off-season.

I appreciate your commitment to our noble cause, the children who attend public schools across our state. I wish you continued growth and a bountiful harvest as you tend to all that has been entrusted to your care.

Best regards,

Barb

Barbara J. Sramek, Ph.D.
WASDA President
District Administrator
Marshall Public Schools
bsramek@marshallschools.org
Executive Director’s Message

October 2017

Dr. Jon Bales

“We Need Your Voice”

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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Vaughn N. Sorenson, 89, of Brighton, passed away Monday, September 11, 2017 at Aurora Memorial Hospital-Burlington. Born March 29, 1928, in Janesville, he was the son of Archie and Hazel (nee Edmunds) Sorenson. He spent his early life in Janesville, where he attended Roosevelt Elementary School, and Red Brick School in Rock County, a one-room rural school. He then graduated from Janesville High School. After graduation, he worked for the Milwaukee Railroad, and as a clerk for General Motors Corporation in Janesville. From 1950 to 1952, he proudly served his country in the United States Army, as a medic during the Korean War, stationed in Germany. He also served with both the 330th and 593rd Field Artillery Battalions. After serving in the Army, he attended the University of Wisconsin-Madison, where he earned a Bachelor of Science Degree and later earned a Masters Degree.

On December 26, 1959 he was united in marriage to Eileen Deetz at West Wiota Lutheran Church in Wiota, WI. Together they raised five children. Vaughn started working/teaching at Central High School, also known as Westosha High School, in Paddock Lake in 1957. He started teaching Agriculture and General Science and later became the Assistant Principal, Principal and District Administrator, retiring in 1989. While teaching Agriculture, he worked at the Kenosha County Fair as Livestock Superintendent and served on the Fair board for many years. As Administrator, he served as President and Treasurer of the Westosha Administrators Association. He was a member of the Wisconsin Association of School District Administrators, Wisconsin Association of Retired School Administrators and also served on the board of the Racine-Kenosha Teachers College in Union Grove. He was a charter member of both Christ Lutheran Church and Westosha Kiwanis. At church, he served as President, Vice-President, Treasurer, Chairman of Education and served on the Building and Grounds committee. Vaughn was a diehard Badger and Packer fan, and loved watching all sports. He enjoyed spending time in his garden, especially taking care of his apple trees. He was known as "Tractor Pa", loved to play cards and golf, and always looked forward to spending time with his children and grandchildren.

Vaughn is survived by his wife of almost 58 years, Eileen; children: Diane (Bob) Schliz of Rochester, Patricia (Michael) Loeffl of Grayslake, IL, Scott (Kim) Sorenson of Queens, NY, Chris (Kathy) Sorenson of Coconut Creek, FL and Christine (Mark Renzoni) Sorenson of Margate, FL; grandchildren: Holly Schliz, Christopher and Matthew Loeffl, Carly Kay and Gemma Sorenson, and Ashley and Ryan Sorenson. He was preceded in death by his parents; and only brother, Keith Sorenson.

In lieu of flowers, memorials may be given to Christ Lutheran Church or Westosha Central High School Scholarship Fund.

www.danielsfamilyfuneral.com

The family would like to extend a special thank you to Waterford Senior Living, Burlington Hospital and Hospice for their wonderful care and compassion.
Wisconsin has four delegates elected to the AASA Governing Board (Eric Runez, DeForest; Deb Kerr, Brown Deer; Kristine Gilmore, D.C. Everest; and Aaron Sadoff, North Fond du Lac) and Mark Bezek (superintendent for Somerset) on the Executive Committee. As part of the Governing Board, the delegates participate in determining policy for AASA, monitoring the progress of the organization, communicate with federal policy makers; and work with national leaders to advocate for public education.

During the first week of July, all delegates participated in three days at the Legislative Advocacy Conference in Washington D.C. with over 300 other superintendents and business managers from across the United States and Canada.

On Monday, July 10th, the Governing Board Meetings and the Advocacy Conference Started. During the morning meeting the group discussed AASA business items including the I Love Public Schools campaign, an ongoing effort to highlight the success of public education and demonstrate why public schools continue to develop future generations of successful students. For more information CLICK HERE to visit the launch page. We then broke into our different regions for lunch and roundtable discussions. We are part of Region 3 (the Dakotas, Nebraska, Iowa, Minnesota, Michigan and Wisconsin). During this working lunch, we shared successes and difficulties that are happening with public education in each state. Many states are starting to adjust collective bargaining like ACT 10 did for Wisconsin. It was very apparent we all share similar issues with government agencies and each state has its share of challenges. Legislative Advocacy Conference began after lunch and took us through the remainder of the day. During this time we learned about Federal educational issues and prepared for our Hill visits.

The second day was a whirlwind of office visits as the team visited all ten of our Wisconsin Congressional contingency. As part of those visits many topics were discussed with each office. These included:

- Continue Funding of Medicaid in any changes in health care laws
- Continued funding of 21st Century Learning Community Grants
- Use of federal dollars to support public schools that are held accountable and follow all federal regulations
- Continue to Fund Title I for students of poverty most in need

We put on about ten miles each traversing the grounds of Capitol Hill meeting with the Wisconsin legislative contingency. The evening included the ceremony inducting the new AASA President Gail Pletnick, superintendent of Dysart Unified School District in Arizona. The evening also included the induction of new Governing Board members and installation of the Executive Committee.

On the third day the Advocacy Conference continued with information about Federal programs and issues that are impacting all public schools, including:

- Teacher shortages
- Medicaid (impact on proposed health care changes could impact schools significantly)
- Immigration (big impact on education is “Dreamers” those are immigrants that were brought to this country when they were minors - are you a Sanctuary District was a question we investigated) – important in the news right now.

The conference concluded with a final Governing Board meeting where each of the Districts reported out the conversation that were had on Monday and any other information that was pertinent to best help AASA support our state organizations and each of us. Our voice matters. The more we continue to share our message about public schools and the critical role that they play in our communities, the more we will be able to positively impact educational policy and funding. Contacting your Federal Representative and Senators matter! They not only want your stories and information, they need them to help form policy and support public education.

Contact Information, data and staff information (staffs are very influential and are great resources) for each Representative and both Senators are available at:

http://www.congressweb.com/aasa/legislators

If you need assistance or if we can help you in anyway communicating with your legislator. Please let any of us know. We look forward to representing WASDA at our next meeting for the Governing Board members is Wednesday, February 14th in Nashville (the day before the national conference).

Thank you for allowing us to represent you at the Federal level!

Kris, Deb, Eric, Mark and Aaron
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WASDA FALL REGIONAL MEETINGS

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

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-STEVENS 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!

November 14, 2017  WASDA School Leadership Center - Madison
February 20, 2018  WASDA School Leadership Center - Madison
April 18, 2018     Best Western Premier Hotel - Oshkosh

REGISTER AT WWW.WASDA.ORG
As education leaders, you understand the critical difference that families can make in their children’s academic success. Among your most important roles is to help build the capacity of your school staff to welcome all families, build trusting relationships and develop meaningful two-way communication. But there is another essential element to consider – and that is the content of what your schools and teachers are communicating. Sharing the most relevant information with families, and ensuring that their engagement is linked to student learning, are factors that can help move the needle on student achievement.

Here is the information that every family needs and wants to have:

• What their child should know and be able to do by the end of the school year in core subjects,
• How well their child is doing, and
• How to support their child’s learning at home.

As a superintendent, ask yourself whether your teachers regularly share this information with families. These three questions should become the yardstick by which we measure what we display around the school, send home to families, or post on the school website and on social media.

Let me share a couple of easy ways to ensure families receive the information they need to stay current on their child’s performance and actively engaged in learning at home:

Use a consistent color to help families know what information is most valuable or directly related to their child’s learning.

A school I recently worked with used bright green paper to print all publications aligned to student learning. Anytime a family member saw a green document, they knew it contained valuable information connected to student learning. Families could quickly scan their child’s folder and know which materials needed more attention or a more thorough review.

Share a quarterly curriculum outline with families

Most likely, your schools provide a curriculum overview at Back-to-School Night. However, for many families (including this parent!), come January, we’ve either lost or forgotten the information we received back in September. It might be more beneficial to encourage your staff to share a quarterly curriculum outline with families. It is easier to keep track of something for nine weeks rather than 36!

Use wall space to showcase and spotlight progress and achievements towards schools and student learning goals

The interior of a school should always resemble a house of learning! Know the difference between displaying student work and evidence of learning. Displaying student work is good; showing evidence of learning is even better.

Family resources

Enhance your district’s website to include a family resource section with updated links to grade-level tips and tools that connect family engagement strategies to what is happening in the classroom.

Information is powerful. What you communicate to families makes all the difference in establishing effective home-school partnerships. Make sure what you provide to families focuses on the right things to impact student outcomes.
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.
TUESDAY, NOVEMBER 14, 2017
WASDA SCHOOL LEADERSHIP CENTER-MADISON

7:30 a.m.  REGISTRATION – Coffee & Muffins

8:00 a.m.  BUDGET PLANNING AND DEVELOPMENT
Why?  What?  When?  How?  How will we know?  It's time to begin planning your district budget for 2017-18. Members of the Baird Financial team will help you to initiate a thoughtful, transparent budget planning and development process. (Bring your customized financial analytics to reference during the activity.)
Debby Schufletowski, Lisa Voisin & Mike Clark, Robert W. Baird Financial Team

9:30 a.m.  BREAK

9:45 a.m.  CREATING A CULTURE OF AN ENGAGED WORKFORCE
The research is clear: The more employees are engaged, the more likely they are to display discretionary effort, stay with the organization and effectively adapt to changing conditions. How engaged is your staff in their work and with your district . . . and how do you know?
Drew Howick, Howick Associates

10:30 a.m.  INTRODUCTION TO THE BUSINESS OF EDUCATION - A CALL TO ACTION
The status of children in our schools and the challenges facing public education require inspirational, passionate school leaders who possess an inner resolve to achieve, despite obstacles and political distractions. Whether we apply best practices to ensure success for EVERY child depends in part on how we feel about the fact that we haven't achieved high levels of success with EVERY child thus far. What is your resolve?.....What are you prepared to do, to drive EXCELLENCE?
Kathleen Cooke and Michael Gallagher KCMG Consulting

11:45 a.m.  LUNCH and NETWORKING

12:15 p.m.  THE BUSINESS OF EDUCATION - KEYS FOR SUPERINTENDENT AND SYSTEM SUCCESS
This session will examine core principles and leadership actions which set some school leaders, school systems and their RESULTS, apart from others. Explore leadership and business practices for wise stewardship including:
Nine Keys for Success
Systemic thinking vs Silos
ROI
Communicating for Results

*Kathleen Cooke and Michael Gallagher KCMG Consulting*

2:00 p.m.  LEGAL TIPS NEW SUPERINTENDENTS NEED TO KNOW, PART II
Engage in a proactive review of your school district's practices to avoid legal entanglements. Kirk Strang will share insights and tips for the 'can't miss opportunity' Part II, discussion. (Bring your handouts from the Sept 20 session which also address the content for part II.)
*Attorney Kirk Strang, Strang, Patteson, Renning, Lewis & Lacy s.c.*

3:00 p.m.  ADJOURN

REGISTER AT **WWW.WASDA.ORG**!

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**WREA PARTNERSHIP MEMBER BENEFITS**

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 Breast Cancer Benefits. We hope they will be beneficial to you and your staff in making their personal decisions.

ARE YOU RETIRING IN 2018?

The requirements to receive the Honorary Life Membership and be recognized at the retirement banquet held in conjunction with the WASDA Annual Educational Conference are as follows:

A. The recipient must have retired from school work.
B. The recipient must have total experience in educational work on any level of at least twenty-five (25) years.
C. The recipient must have been a member of the Wisconsin Association of School District Administrators at the time of retirement and for the five (5) years immediately preceding retirement.
D. CESA administrators who were county superintendents are to receive credit for the years served as county superintendents.

If you are retiring this year, please email the WASDA office. ALL WASDA members retiring will be recognized at the banquet. This year’s convention will be held April 18-20 at the Best Western Premier in Oshkosh. (Conference begins with a reception at 5:30 p.m., April 18, followed by the Recognition Banquet & ends at 12 noon on April 20.)
Subsidy offered for new districts committing to WISEdash Local

School districts that commit to WISEdash Local (WDL) for their data needs this fiscal year will receive a subsidy to help with costs.

Because current members and WISEdash Local leadership look forward to growth and collaboration over the next year, WDL is offering a 60 percent subsidy for new districts ready to incorporate a data warehouse and dashboard system.

“This subsidy is a win-win for districts and WISEdash Local, as well as the consortium,” said Heather List, WDL Project Manager. “Districts get financial assistance with managing and understanding their data, and we get the opportunity to grow in districts and development.”

The WISEdash Local subsidy will provide long-term financial benefits to current and future districts. Financial benefits include the reduction in costs over time as demonstrated by the reduction of membership costs in both the 2016-17 and 2017-18 contract years—a direct result of growth in membership. Districts also benefit financially by reducing the number of systems necessary to accomplish the same number of tasks. Districts also gain by improving processes and working with other districts, better utilizing the data already stored.

WISEdash Local is able to make this 60 percent first-year subsidy available with a three-year commitment. This subsidy is available on a first-come first-serve basis until grant funds are depleted. As a public, non-profit consortium, WISEdash Local currently is able to accept between two and three districts per month to maintain both operations and an efficient onboarding schedule.

Districts ready to take advantage of this offer should first complete the membership application. They will then receive a membership packet that will reflect a full three-year commitment. After the commitment has been fulfilled, districts will then be offered renewals on an annual membership basis.

Check out WISEdash Local’s website at www.WISEdashLocal.org to learn more.
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