Happy New Year! Welcome to WASDA’s January edition of our online Newsletter! We hope you all had a wonderful holiday season with your family and friends. After a very busy and productive fall, the WASDA office is ready to tackle many new projects in 2018.

First on the agenda is the 2018 Jt. WASB/WASDA/WASBO Convention in Milwaukee. We look forward to seeing many of you at this annual event. Please be sure to stop by to see us at booth #900. Also, we are very pleased to announce that members attending this year’s convention will be able to earn one credit through Viterbo University. We will be emailing the information you will need to sign up for one credit for attendance at the convention to all WASDA members PRIOR to the convention so that you can bring it with you. There will also be copies available at the WASDA booth.

Complete details about all of WASDA’s events for the remainder of the year can be found on our website at www.wasda.org. Remember, we are not mailing out any meeting notices. 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!
“Telling Our Story”
Convention 2018

2018 State Education Convention

Register Today!
Visit WASB.org/convention

Ravi Hutheesing
Now a cultural diplomat for the U.S. State Department, Ravi shot to fame in the 1990s as a guitarist for the triple Grammy nominee band Hanson. Ravi’s philosophies and strategies aim to bridge generational and cultural divides.

Dr. Bill Daggett
Recognized worldwide for his proven ability to move education systems forward, Dr. Daggett will inspire you to embrace what is best in our education system and make the changes needed for the 21st century.

Alton Fitzgerald White
A record-setting, triple-talented singer, actor and dancer who has starred in six smash Broadway hits, Alton uses the “power of redefining service” to bring his best to every performance.

JANUARY 17-19, 2018
Wisconsin Center • Milwaukee
JANUARY 2018
WASDA E-NEWS

WASDA President’s Message
WASDA Executive Director’s Report
The Capitol Report - John Forester, Dir. Of Gov. Relations
WASDA First Year Superintendents Academy Workshop IV
WASDA Bert Grover Child Advocacy Awards
Are You Retiring in 2018?
Wisconsin Data Leadership Summit
Jt. WASB/WASDA/WASBO Convention Information
WASDA Luncheon
Election of WASDA Board of Directors
WASDA Awards
AWSA Aspiring Administrators Program & Workshop
Reading as a Changemaker
Superintendent Vacancies
WASDA Calendar of Events

www.wasda.org
Happy New Year!

I hope that you had an enjoyable holiday season and took the occasion to rest and recharge. The new year often causes many of us to declare resolutions, likely ways we intend to make improvements in our environment or in our lives. These resolutions frequently involve increasing some activity, say exercise, or decreasing or refraining from an activity, such as enjoying dessert fairly often! Those who successfully keep their new year's resolutions typically develop a plan, create new habits, and follow through over the long term.

As leaders, we can also make resolutions that expand our influence. We can resolve to increase our advocacy on behalf of our district or specific issues and we can consider increasing the number of times we respond to calls for communication related to various pieces of legislation. We can provide testimony. We can share our stories.

You are never too old to set another goal, or to dream a new dream. - C.S. Lewis

The new year presents the opportunity to look boldly to the future, to set a goal, to dream. As we turn over the calendar, we are peering through the window to the future. We are making plans for what is to come, our ideal, our forecast, our intended purpose. We are extending our sphere of influence.

I look forward to seeing many of you, along with your school board members, at the WASB/WASDA/WASBO joint convention in Milwaukee later this month. The convention provides districts a chance to learn from each other, to share our stories and the significant work we engage in as we endeavor to improve the lives of children and positively influence the future.

Here's hoping that you accomplish whatever you resolve to do in 2018!

Barb

Barbara J. Sramek, Ph.D.
WASDA President
District Administrator
Marshall Public Schools
bsramek@marshallschools.org
WASDA
Executive Director’s Message
January 2018
Dr. Jon Bales

“A New Calendar Year Begins”

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!
TUESDAY, FEBRUARY 20, 2018
WASDA SCHOOL LEADERSHIP CENTER-MADISON

PROGRAM

7:30 a.m. REGISTRATION/CONTINENTAL BREAKFAST

8:30 a.m. WELCOME/SHARING: REFLECTIONS, QUESTIONS, AND CELEBRATIONS
What is on your mind ……which can benefit the entire group? Bring your questions and concerns, and consider sharing an accomplishment which we can help celebrate.

8:45 a.m. ADMINISTRATIVE CONTRACTS
Contract renewal conversations will be occurring soon. Bring your questions and gain ideas to create win/win opportunities for you, the school board and the district.
Jon Bales, WASDA Executive Director

9:45 a.m. BUDGET PLANNING AND DEVELOPMENT: PHASE II
Members of the Baird Financial Team will facilitate Part II of budget planning and development including identifying budget priorities, budget calendar implementation, and analysis of potential state budget scenarios for your individual districts. (Note: Bring your customized budget scenario information to reference which was handed out at the last academy session)
Robert W. Baird Financial Team

10:45 a.m. BREAK

11:00 a.m. STRATEGIES FOR GAINING SUPPORT AND ADVANCING AGENDAS WITH THE BOARD OF EDUCATION
Understanding board member perceptions and expectations and leveraging this information to achieving forward movement on district initiatives is fundamental to superintendent (as district CEO) success. Explore strategies and techniques to find common ground, gain consensus and garner school board support of vision, goals and initiatives and advance agendas on behalf of learners and the school community.
Jon Bales, WASDA Executive Director, and Kathleen Cooke and Michael Gallagher - KCMG Consulting

12:00 p.m. Lunch & Networking
12:45 p.m.  NAVIGATING DIFFICULT PERSONNEL CHALLENGES TO ENSURE A POSITIVE WORKPLACE CULTURE
Ensuring a culture of success for each learner requires proactive, strategic leadership regarding difficult personnel issues. Our legal experts will present hints for dealing with difficult staff employment, discipline and termination issues. Bring your questions for discussion.
Strang, Patteson, Renning, Lewis & Lacy Attorneys

1:45 p.m.  SUPERINTENDENT PANEL DISCUSSION: “THINGS I WISH PEOPLE WOULD HAVE TOLD ME DURING MY FIRST YEAR….!”
A distinguished panel of ‘early career’ superintendents will join us to share their insights and help us benefit from their “a ha” moments!
    Jeff Nelson - Grafton
    Mark Rollefson - Jefferson
    Pam Streich - Lake Mills
    Wayne Weber - Rosendale-Brandon

2:45 p.m.  WRAP UP
3:00 p.m.  ADJOURN

Wisconsin Summit for Data Informed Leadership
March 1-2, 2018 Green Bay

KI Convention Center - Green Bay
For complete program details and to register your team, please visit:
www.wasda.org
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WASDA CHILD ADVOCACY COMMITTEE
ANNOUNCES 2018 AWARDS!

Please help us by nominating child advocates from your district. There are two ways to recognize child advocates from your district; you can nominate individuals or companies. Each nomination will receive a certificate from WASDA that you can present at a local board meeting. State finalists will be honored at our spring convention.

Two Awards:

Bert Grover Child Advocate - Individual/Community Based

The Individual/Community-Based award is created to acknowledge an exceptional individual or civic or other community based organization's support for our children. Superintendents are encouraged to nominate local individuals/civic organizations who have demonstrated significant commitment to children by sharing their time, talents and/or financial support. The award is to acknowledge the importance of individuals working to support the greater mission of educating all children.

Bert Grover Child Advocate - Business

The Business Award is a new award created to acknowledge the exceptional business educational partnerships throughout the State of Wisconsin. Superintendents are encouraged to nominate business partners who have demonstrated significant commitment to children by sharing time, talents and/or financial support. The award is to acknowledge the importance of business partnerships as essential to the greater mission of educating all children.

Please use the links below to view the nomination forms. Please submit completed nomination by February 9, 2018.

Individual/Community Based Award

Business Award

If you have any questions or need further information, please contact Mark Gruen, Child Advocacy Chair at gruenm@royall.k12.wi.us or (608) 462-2600 Ext 2113.

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.)
Another packed agenda awaits attendees at this year's Jt. WASB/WASDA/WASBO Convention in Milwaukee, January 17-19. A highlight of this joint convention for WASDA members is the annual WASDA noon luncheon. The luncheon will be held Thursday, January 18.

PATRICIA GRECO, Superintendent of the Menomonee Falls School District and the 2018 Wisconsin Superintendent of the Year, is this year's luncheon speaker.

WASDA members are reminded to stop by the WASDA booth to find out what's new with your association. WASDA members are encouraged to attend the Jt. WASB/WASDA/WASBO Convention and register for the WASDA noon luncheon January 18. Visit www.wasb.org for complete details.
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.

Your goals • Our mission

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

strangpatteson.com
ELECTION OF WASDA BOARD MEMBERS

The following terms of board members currently serving on the WASDA Board of Directors expire as of June 30, 2018:

- CESA #2-East  Steve Bloom - Palmyra-Eagle
- CESA #2-West  Barb Sramek - Marshall
- CESA #3 Bryce Bird - Riverdale
- CESA #11 Nick Ouellette - Hudson

Bryce Bird and Nick Ouellette are eligible for reelection for a three-year term on the board. The other board members are NOT eligible for reelection.

Members of the 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, 2018. In order to have a name placed on the election ballot, voting members of the WASDA must follow one of the two following procedures:

1. A written letter of declaration (or email) by the voting member sent to the WASDA office. OR
2. By three voting members of the WASDA signing a nomination paper requesting the name of a WASDA member 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, 2018, with an established deadline for return of the completed ballot of June 1.

WASDA AWARDS

Each spring WASDA recognizes deserving educators at the WASDA Annual Educational Conference. This year’s conference will be held April 18-20, 2018, at the Best Western Premir in Oshkosh. At this time, we are seeking nominations for the following awards:

- WASDA Outstanding Educator Award
- WASDA Distinguished Service Award
- WASDA Award of Special Recognition for Service to Wisconsin

Complete information on how to nominate someone for these awards can be found online at www.wasda.org. Please note that the deadline for nominations is JANUARY 10, 2018. The WASDA Awards Committee will be meeting during the Jt. WASB/WASDA/WASBO Convention to select their recommendations for this year’s recipients. Their recommendations are then forwarded to the WASDA Board of Directors for approval.

Thank you for taking the time to nominate someone for one of these prestigious awards!
Is financial wellness missing from your employee benefits program?

Financial wellness starts with the district and benefits everyone.

Employees who suffer from financial stress may come at a cost to their employer. A Financial Wellness Program can...

• Save money for the district
• Improve staff engagement and productivity
• Increase job satisfaction
• Aid in recruitment and retention of quality staff

Let Member Benefits help you evaluate and implement a cost-effective financial wellness program.

Is financial wellness missing from your employee benefits program?

Join us for:
“Financial Wellness Starts with the District and Benefit$ Everyone”
at the State Education Convention
Wednesday, January 17
1:30-2:30pm

This is for informational purposes only and is not intended to constitute legal, financial, or tax advice. Certain recommendations or guidelines may not be appropriate for everyone. Consult your district’s advisor or attorney for advice specific to your district’s unique circumstances before taking action. The 403(b) retirement program is offered by the WEA TSA Trust. TSA program registered representatives are licensed through WEA Investment Services, Inc., member FINRA. Seminars are free to attend; however, if you choose to invest in the WEA Tax Sheltered Annuity or WEAC IRA program, fees will apply. Consider all expenses before investing.

1-800-279-4030 | weabenefits.com
AWSA ASPIRING ADMINISTRATOR PROGRAM and WORKSHOP

The Aspiring Administrator Program is for outstanding educators whom we hope to attract to school administration. The Program's primary purpose is to connect teachers, whose career goals include seeking administrative positions, to currently practicing administrators through publications, inservice programs, attendance at AWSA only sponsored programs, AWSA meetings, etc. These opportunities will provide an excellent introduction to topics, issues, problems, and other facets of school administration.

The annual fee to the Aspiring Administrators Program is $48.

Services available to participants include:

- Professional research and information, including AWSA’s publications (daily news clips, weekly Marshall Memo, and monthly Main Idea)

- Attendance at the Aspiring Administrators Workshop for a reduced registration fee of $28. The Workshop will be held on April 10, 2018 at the Holiday Inn @ The American Center, Madison and April 11, 2018 at the Jefferson Street Inn, Wausau

- Free admission to all AWSA only sponsored conferences and conventions, subject to space limitations

- Access to AWSA staff members for information and advice

Questions, call the AWSA office at (608) 241-0300.

Please note: The Aspiring Administrator Program is a limited membership. Persons enrolled will not become members of an administrators group, since most are teachers who aspire to become administrators and are already members of WEAC or WFT.

Register someone for the workshop in Madison or Wausau. The non-member rate includes a year long limited membership.

For more information click [here](#).
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READING AS A CHANGEMAKER

Kylene Beers and Robert E. Probst

As Superintendents, you are lead learners and leading changemakers in your district. Reading experts Kylene Beers and Bob Probst explore how literacy can disrupt thinking and be an agent of change in their bestselling new book, Disrupting Thinking.

To change, we have come to believe, is the fundamental reason for reading. And this is what we need to teach our students. If a changemaker - as a person - is one who inspires, who offers creative solutions to social problems, who mentors, who collaborates - then we see no reason why texts should not be viewed as changemakers. They can be viewed as changemakers if we recognize that we read for a far more critical reason than to be able to answer someone else's questions; we read to raise our own questions. We read to explore, to wonder, to grow, to become what we did not even know we might want to be. We read to change.

Change is, at least, the fundamental reason for the serious reading we do. In the realm of nonfiction it is the reading of (or listening to) political speeches, research articles, commentaries on economic issues, editorials about public policy, and the like. For our youngest students, it is reading to learn about the world and the people in it. All of that material we read to sharpen our thinking and improve our understanding or, in other words, to change ourselves. The reading we do in those early chapter books and later literary novels, and poetry we encounter, from Shel Silverstein to Kwame Alexander to Nikki Giovanni and Robert Frost, we do to deepen our insight into ourselves and perhaps into human nature in general. It, too, changes us. Or rather it enables us to change ourselves, because we wouldn't want to hand over the responsibility for what we become to someone else, whether a persuasive novelist, an eloquent preacher, or a convincing politician. Presumably, we want to be able to define ourselves, rather than have our lives sketched out for us by someone else. Reading helps us do that, if we approach it open to that possibility.

What should disappoint us the most as educators is the student who reads only to confirm what he already thinks. That student is likely to become the adult who views only the television channels that tell him he is already correct and has no more thinking to do. In the elementary schools, we probably don't read a great deal about which there is heated controversy and our students probably don't regularly watch the news. We don't expect elementary school children to think through the complexities of difficult social issues or to negotiate the political choices demanded by such events as elections. But we can nonetheless encourage them toward the approach to texts that will make them more responsive, responsible and compassionate.

Perhaps, therefore, the most important thing we do with children is to ask them to consider how they might have revised their thinking as a result of reading. "How has this book or story touched you, made you think again about who you are or what you value? How has this text changed your thinking?" Such questions, in whatever form is most suitable for your students, may be the critical ones. These questions offer an invitation to make the reading meaningful for the reader. And that, after all, is what we should be seeking.