

WASDA 2019 ANNUAL EDUCATIONAL CONFERENCE

WEDNESDAY, APRIL 10

12:00 p.m. REGISTRATION OPEN

1:00 – 2:00 p.m. SECTIONALS

1. Lessons Learned - The WASDA-AWSA Supporting Principal Excellence: Coaching for Leaders Academy

School administrators need skillful support from leaders of teaching and learning; leaders who believe in coaching as a vehicle for developing exemplary leadership. This session will outline how the WASDA-AWSA Supporting Principal Excellence: Coaching for Leaders Academy equips superintendents, central office leaders, and others who directly support principals with the tools and practices that enhance principal performance in leading schools of equity and excellence for student success. The Academy's overarching goal is to assist with the development of instructional leadership skills that deliver breakthrough results for all students. A portion of this session will include a panel of participants from the 2018-19 cohort who will be sharing how coaching is impacting and in some cases, transforming, the work and relationships with school leaders.

Presenters: Dr. Barb Sramek, WASDA, Tammy Gibbons, Director of Professional Development, AWSA; Sara Crony, Supt., Maple; Mark Duerwaechter, Supt., Kaukauna; and Mark Rollefson, Supt., Jefferson

2. Referendum on a Budget

School districts often pursue referendums as a direct result of not having adequate funds to pay for necessary expenditures. Therefore, the expectation for schools to invest in public referendum marketing campaigns is somewhat counterintuitive. Angie Sommers, Marketing Strategist from CESA 10, and Luke Schultz, Business Development Manager, will walk attendees through low-cost/no-cost marketing measures that can raise awareness without depleting district funds. This presentation will focus on the creation of DIY marketing materials such as newsletters, informational videos, social media posts, and public surveys, as well as financial avenues and construction strategies to follow to help keep costs down. Greg Corning, District Administrator for Mondovi School District, will also share how these cost-effective measures led to a successful referendum.

Presenters: Laura Dachel, Marketing Strategist, and Luke Schultz, Business Development Manager, CESA #10, and Greg Corning, Supt., Mondovi School District

3. Facility Upgrades: A Decade in the Making

Two failed referenda, flat enrollment, new administration, and a Superintendent new to the facilities planning and referenda process. Hear how the Poynette School District restarted a successful facilities planning process and built trust by ensuring the community's voice was involved in driving the planning process.

Learn lessons on:

- How a facilities assessment can help you make critical decisions (even closing a school!)
- Why stepping aside for meetings can change a community's perception of a solution
- What communicating with stakeholders can mean to the entire process

Presenter: Dr. Matt Shappell, Supt., Poynette; and Christin Mlsna, Director of Education Market & Communications Services, J.H. Findorff & Son, Inc.

4. Using the Baird Video Library in a Time of State Budget Unknowns

Conversations around the State Budget have varied widely from “Will there be additional dollars on the revenue limit or Per-Pupil Categorical Aid?” Understanding the foundational content of these questions will only lead to a greater understanding of the question as a whole. Knowing “What is Per-Pupil Categorical Aid?” is critical before exploring the impacts it may have on your School District’s budget. This session will help your District teach and learn about School Finance. Additionally, see how the Baird Video Library can help those in your Business Office now, during this time of uncertainty, during transitions and training, and throughout the year.

Presenters: Elise Murn and Debby Brunett, Baird

5. The Impact of School Buildings on Student Health and Performance

With state and local budgets growing increasingly limited, funding allocation for school construction and renovation work needs to be carefully weighed. It is important to ensure that investments contribute to healthier buildings and improved student learning environments. This session will share a recent global research report published by the Harvard T.H. Chan School of Public Health as well as examples from school learning environments. Learn how facilities and the classroom environment impact student health and performance.

Presenters: Jeff Zaspel, Education Consultant, Performance Services, and Jim Beckmann, Operations Director, Glendale-River Hills School District

2:00 – 2:15 p.m. Break

2:15 – 3:15 p.m. Sectionals

1 Using Logic Models to Create High Impact, Measurable Strategies

Districts are overwhelmed with data – and given time and resource constraints, have a difficult time using data to making meaningful decisions and high-impact improvements. At the same time, district administrators require coherent programmatic strategies – such as professional development and instructional/leadership supports - that are measurable with data and positively influence student outcomes. In this results-oriented session, participants will learn how to create and use a logic model to link high impact strategies to measurable outputs and outcomes to inform ongoing continuous improvement. Logic models are elegant and straightforward tools to clarify strategy priorities, identify key leverage points in the system, link strategies to important outcomes, and track improvements over time.

Presenter: Sara Kraemer, Blueprint for Education

2. 2019-2021 State Budget Proposals: What Might They Be and How Might They Impact Our District?

Each biennial budget identifies key school budget figures such as revenue limit per-pupil increases, per-pupil categorical aid amounts, etc. This session will highlight current biennial budget proposals and strategies to forecast and plan for your district's impact. Session participants will receive sample communication visuals and discussion points to help address the question of, "How much will this impact us?"

Presenter: Mike Clark, Debby Brunett and Elise Munn, Baird

Achieving Equity	Human Resource Development	Continuous Improvement	Relevant Legal & Agency Updates	Direct Supt. Support Services
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3. Using Star Assessment Data to Drive Personalized Learning

Understanding where students are today makes it much easier to identify the path ahead. This is why Renaissance® has teamed up to use assessment data from Renaissance Star 360® to place students in the right learning path. Join our session to see how this learning experience helps students achieve incredible growth. You'll also discover how Renaissance Flow 360® unifies your products and simplifies your teachers' personalized lesson planning. You'll leave this session with a clear understanding of:

- How to use Star data to create personalized learning paths for your students
- Where to find integrated reports—and what we have planned for the 2019-2020 school year
- How successful educators are currently using Renaissance Flow 360® to drive student growth

Presenter: Ellen Kaye, Renaissance

4. The Story of Oconomowoc High School's East Campus: Transforming a Vacant Building into Vibrant Instructional Space (i.e. Turning a Frog into a Prince)

In 2015, the Oconomowoc Area School District was working actively with a community-based group known as the Facilities Advisory Committee (FAC) as part of a long-range facilities planning process. The FAC was evaluating preliminary options to resolve pressing space issues at the elementary and high school levels. Solutions for Oconomowoc High School (OHS) were particularly challenging due to site limitations, stormwater management issues, and estimated costs associated with the elementary options. Yet with more than 1570 high school students currently in a building originally designed for 1500 (and with future enrollment projected to hit 1850), additional capacity was a necessity.

Join OASD Superintendent Roger Rindo, OHS Principal Jason Curtis, and EUA's lead project architect Bob Morris for an interactive discussion as they share the East Campus story and "lessons learned" along the way.

Presenters: Dr. Roger Rindo, Ed.D.; Supt.; Jason Curtis; High School Principal, Oconomowoc; and Bob Morris; Senior Design Architect, EUA

5. Managing What You Measure: Wisconsin School Benchmarking Study

Do you believe you could save money on energy costs and maintenance expenditures in your school district? Do you need a way to prove it? Because you are unable to manage, what you don't measure, school benchmarking can be a great tool to get the facts and best practices in place. Benchmarking your district can ensure your buildings are performing efficiently and help you prioritize future energy efficiency upgrades. When you are effectively tracking and managing energy use in your buildings, you can use the money you save for other services.

In the summer of 2018, Focus on Energy gave Wisconsin K-12 public school districts the opportunity to compare the energy costs of their buildings with other schools throughout the state. Although energy costs continue to rise, they are a controllable element in your annual budget if you choose to take action.

In this workshop, Focus on Energy will highlight the results of the analysis. Curious how your district compares to other Wisconsin schools? Bring a copy of your Focus on Energy Benchmarking Study Report or annual energy usage to find out. Learn how benchmarking can provide the tools and resources to improve learning environments and maximize energy savings in Wisconsin.

Presenter: Melissa Rickert, Energy Engineer|Quality Assurance|Program Design; David Voss, Regional Energy Advisor Lead; Focus on Energy, and Dr. Paul Schley, Supt., Cornell

6. Anatomy of a Referendum Project

Over the past several years, building, facility, and safety/security needs have required school districts to seek permission from the voters to exceed revenue limits. These projects, commonly referred to as referendum projects, present a myriad of legal and practical challenges for school districts, as well as raise concerns regarding communications by schools to the communities they serve. Join the attorneys from von Briesen & Roper, s.c., in a discussion of the anatomy of a referendum project from start to finish. The discussion will include real-world insight as to how to best position your school district through the design and budget phase, into the referendum phase, through the borrowing phase, and ending up with the bid and build phase. Let us assist your district in dissecting the complex legal, practical, and political issues of your next referendum project.

Presenters: Chrissy Hamiel, Andy Phillips, and Steve Nelson, von Briesen & Roper, s.c.; Andrew Chromy, Chief Business and Finance Officer, and Daniel Unertl, Assistant Superintendent of Performance Excellence and Operations, Oak Creek-Franklin

3:15 – 3:30 p.m. Break

3:30 – 4:30 p.m. Sectionals

1. Driving Continuous Improvement Through High-Quality Leader Learning

In this session, Erica Callaway from Studer EducationSM and Dr. Heidi Taylor-Eliopoulos, superintendent of the Chippewa Falls Area Unified School District, will share key strategies for developing leaders to lead continuous improvement. They will highlight principles, tools, and tactics implemented by leaders in Chippewa Falls that have led to improved results in student achievement, employee engagement, parent satisfaction, and successful referendum passage. Heidi and Erica will explore individual and group learning opportunities that worked for Chippewa Falls, including books, online resources, internal experts, and external coaching to foster a culture of continuous improvement and learning that starts with leaders and impacts throughout the school district. Participants can take away numerous strategies and options for developing and retaining their best leaders to achieve optimum results.

Presenters: Erica Callaway, Studer Education, and Dr. Heidi Taylor-Eliopoulos, Supt., Chippewa Falls

2. Employee Financial Wellness Starts With the District and Benefit\$ Everyone

Engagement in workplace retirement plans is fundamental to employees' retirement readiness. When saving for the future, how prepared are your employees? In this session, we explore the role school districts have in preparing their employees for retirement and what the School District of Reedsburg has done to help their employees become financially healthy. Notable topics include:

- Why having financially healthy employees saves school districts money.
- The importance of financially healthy employees and the need for workplace financial wellness programs.
- Why your employees aren't saving and what you need to know to help them become financially healthy.
- A checklist every 403(b) plan should have.
- Future trends in school district 403(b) plans.
- Effective ways to encourage retirement savings at no additional cost.

Presenters: Sharon Schmidt, Senior Worksite Benefits Consultant; Kelly Behnke, Worksite Benefit Consultant; WEA Member Benefits; and Mechelle Thompson Human Resource Specialist, and Pat Ruddy, Asst. District Administrator, Reedsburg

Achieving Equity	Human Resource Development	Continuous Improvement	Relevant Legal & Agency Updates	Direct Supt. Support Services
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3. Community Engagement: Keys to Referendum Success

Voters are more likely to support a plan that they understand and had a voice in creating. In this presentation, you will learn how to design and use a community-wide survey to both educate stakeholders on the needs of the District and gather data to finalize the solution. Hear firsthand how the community engagement process has helped school districts across the state pass both capital and operating referenda.

School Perceptions is the industry leader in conducting community surveys that both educate stakeholders on the needs of the District and gather data to finalize a solution. Over the years we have learned that voters are more likely to support a plan that they understand and had a voice in creating. Hear how the School Perceptions community and staff survey processes have helped school districts pass both capital and operating referenda, improve employee morale and increase parent engagement.

Presenters: Bill Foster, President and Founder, Sue Peterson, Project Manager & Strategic Communications Specialist; School Perceptions; and Amy Van Deuren, Supt., Sparta

4. Burned Out: Addressing the Social and Emotional Needs of Teachers and Students

Attracting qualified teachers is hard, but we all know that keeping them can be just as much of a challenge. A recent EAB survey found that teachers across the country often feel under-supported and ill-equipped to handle disruptive student behavior, which is a significant contributor to teacher burnout. Join us as we discuss a comprehensive framework for lowering the rate of behavioral disruptions in our schools and take home proven strategies to meet the social and emotional needs of both teachers and students. The research we've done on this topic, and that of Teacher Recruitment more broadly, profiles pioneering districts nationwide, to include work done by Racine Unified School District.

Presenters: Ben Court, Associate Director, and Matt Feger, Director, EAB

5. Crisis Communications: How to be Your Best During the Most Challenging Times

Among the most significant challenges facing school district leaders is effectively handling crisis situations. These situations—from the merely embarrassing to the truly tragic—require quick, accurate communication with parents, community members, board members and the media. This is an area in which even the most experienced K-12 leaders often require assistance. Over the years, Joe Donovan and his colleagues at the Donovan Group have worked with hundreds of districts across the country on various crisis communications efforts. In this session, Joe will discuss his process for assessing the need to communicate, communicating key information quickly and how to handle sensitive situations.

Presenter: Joe Donovan, President, The Donovan Group

6. An Overview of WASDA's Effective Governance Workshop

Results of the recent membership survey indicated that Superintendent/Board relations is of significant interest to district leaders. WASDA has developed a workshop intended to serve the needs of its members and the school boards they serve. The purpose of the workshop is to assist the district board and superintendent in building capacity in the knowledge base, best practices, and specific strategies that lead to effectiveness in achieving the ultimate purpose they serve: improving student achievement. This sectional will provide an overview of the content of the workshop and invite opportunities for participation by board and superintendent teams along with access to follow-up support services.

Presenters: Dr. Barb Sramek, WASDA; Jon Bales, Executive Director, WASDA; Drew Howick, Consultant, Howick Associates, and Dr. Kathy Cooke, and Michael Gallagher, KCMG Consulting

5:30 p.m. Reception

6:30 p.m. Recognition Banquet
Sponsored, in part, by Delta Dental

Recognition of 15-, 20-, 25-, 30- and 35-year Superintendents
Presentation of WASDA Outstanding Educator Award
Presentation of WASDA Distinguished Service Award
Presentation of WASDA Award of Special Recognition for Service to Wisconsin
Recognition of 2019 Retirees

THURSDAY, APRIL 11

7:00 a.m. Networking Breakfast
Sponsored, in part, by Nexus Solutions

8:00 a.m. General Session

Welcome – Steven Bloom, WASDA President
Welcome to Madison – Jennifer Cheatham, Supt., Madison
Conference Theme – Jon Bales, WASDA Executive Director
Presentation of WASDA Child Advocacy Awards

Leading for Equity: Principles and Practices that Make Us a Threat to Inequity in Our Schools and Districts



The trouble when it comes to cultivating equitable schools and districts is not a shortage of strategies or initiatives. It’s not a shortage of educators who value diversity. Instead, in most cases, the trouble is a lack of deep understanding about how and why inequities operate in schools along with leaders’ hesitance to confront those inequities deliberately and directly. In this presentation, based on nearly 25 years of experience documenting equity gaps and successes in districts across the United States, I will share the understandings, principles, and practices that support significant equity progress. I also will introduce the equity literacy framework, which was designed to strengthen deep equity understandings. It is comprised of tools that help educational leaders assess their equity efforts and identify how inequity is operating in their schools and districts.

Presenter: Paul Gorski, Founder, EdChange and the [Equity Literacy Institute](#)

9:30 a.m. Break

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9:45 – 10:45 a.m. Sectionals

1. Educator Preparation and Licensing Updates

This session will provide updates on educator preparation and licensing in Wisconsin, including the background check required every five years for educators with a Life or Lifetime license.

Presenter: David DeGuire, Director, Teacher Education, Professional Development, and Licensing, DPI

2. Applying the Equity Literacy Framework for Institutional Change

In this session, designed for superintendents who feel ready to embrace the challenges and possibilities of the equity literacy framework, I will discuss how to implement the framework to maximize the transformative potential of equity efforts. Topics will include how to begin to shift institutional culture by empowering the most vocal equity advocates, how to cultivate a structural equity view in educators while pushing out deficit views, and how to engage resistant staff in difficult conversations about issues like racism, poverty, and transphobia.

Presenter: Paul Gorski, Founder, EdChange and the [Equity Literacy Institute](#)

3. Strategic Development of Teacher Compensation

This session provides a brief overview of alternative compensation models in Wisconsin school districts. Learn the critical building blocks to a strategic compensation system that fits your district's culture, philosophy and financial situation. Presenters will explain how research supports the components of these models, effective incentives, the essential elements of an effective development process, and implementation strategies used to align teacher pay and teacher performance with district goals. Presenters will share how teacher compensation models impact teacher satisfaction, recruitment and retention rates, student performance, administrative workload and district budgets.

Presenters: Vickie Adkins, Executive Director, WASPA; Aaron Engel, Supt., Gale-Etrick-Trempealeau; Julie Grotophorst, Director of Human Resources, Greendale; and Tabatha Gundrim, Director of Employee Services, Middleton-Cross Plains

4. Lessons Learned: District Leadership for an Equitable Multi-Level Systems of Support for Improved Student Outcomes

District level leadership is critical for the systemic and systematic implementation of multi-level systems of support for improved and equitable student outcomes. This session will present a summary of the research on district leadership for vision, non-negotiable practices, and continuous improvement processes. Lessons learned, examples of district leadership in both large and small districts, and the impact on student outcomes will be shared.

Presenters: Barbara Sramek, Retired Supt., Marshall School District; Gail Anderson, Implementation Consultant, Title I Team, DPI; and Heidi Laabs, Leadership and Coaching Coordinator, Wisconsin RtI Center

5. SAA Legislative Update

In this session, SAA Executive Director John Forester will provide an update on the 2019-21 State Budget session and other education legislation of interest. John will also leave time for questions.

Presenter: John Forester, Executive Director, SAA

10:45 – 11:00 a.m. Break

1. District Strategies in the Face of a Teacher Shortage

Are you concerned about the lack of quality candidates for teacher postings? This session is jointly presented to offer strategies and considerations for addressing a teacher shortage in your district. The School District of Baraboo, Campbellsport District, and School District of Janesville were recently awarded Wisconsin Department of Workforce Development (DWD) grants focused on teacher development. Leaders from each district will share their approaches to license teachers, recent progress, and lessons learned. Additionally, steps for growing-your-own and attracting a more diverse staff will be highlighted such as initiating Educators Rising and implementing a multi-cultural teacher scholarship process.

Presenters: Lori Mueller, Supt., Baraboo; Paul Amundson, Supt., Campbellsport; and Steven Pophal, Supt., Janesville

2. District-Wide ICS Equity Systems Change: The Role of the Superintendent, District Administrators, and School Board

Based on over 30 years of research and equity partnerships with schools and districts across the country, by the end of this highly interactive sessions, participants will be able to:

- Appreciate the critical importance of district leadership in equity systems change
- Determine the difference between piece-meal equity change and equity systems change
- Learn how the ICS Equity Four Cornerstone Framework and Implementation process for equity systems change across an entire district can provide the grounding framework for your current equity efforts
- Recognize that even though equity change is complex, identify twenty tools, tips, and strategies that superintendents, district administration teams, and school boards can implement for the greatest impact on eliminating inequities in their districts.

Presenter: Colleen A. Capper, Professor, University of Wisconsin-Madison, Co-Founder Integrated Comprehensive Systems for Equity

3. Managing Underperforming Employees: Effective Plans of Improvement For Administrators, Teachers and Support Staff

Underperforming employees are frustrating and addressing the issue can be difficult. However, ignoring underperformance results in a negative domino effect on the workplace. This session will guide you through the legal ramifications and best practices in establishing a consistent and effective process for a Performance Improvement Plan. Attendees will take away templates and formats for teachers, support staff and administrators. Veteran HR professionals will share tips on creating a Plan of Improvement and conducting the employee meeting.

Presenters: Vickie Adkins, Executive Director, WASPA, and Randall Etten, Director of Human Resources, Green Bay

Achieving Equity	Human Resource Development	Continuous Improvement	Relevant Legal & Agency Updates	Direct Supt. Support Services
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4. Called to Lead

Following a span of five superintendents in six years - and three consecutive referenda losses - the Howard-Suamico School District has experienced 14 successful years in large part to a governance model that promotes clarity of roles/responsibilities, community engagement, delegation of authority to the superintendent, and a targeted focus on a limited number of high leverage objectives. Presenters will share practical insights on the governance framework that contributes to a culture of trust, performance consistency, and high expectations for all - including Board members. Moreover, they will provide attendees with actionable strategies and a basic roadmap for a developing a similar dynamic in their own districts.

Presenters: Damian LaCroix, Supt., and Mark Ashley, Board Vice-President (invited), Howard-Suamico

5. Hot Topics in School Law

Superintendents need to know about so much more than the legal side of current school policies and procedures to safeguard their school districts' legal interests. They also have to be aware of current and emerging issues to stay ahead of the curve in planning for the anticipated legal needs of their districts. Superintendents also need to know what trends in school law are emerging that may affect their districts, boards, staff, and students, or that may require action on their part, now or in the near future. Join Attorney Kirk Strang of Strang, Patteson, Renning, Lewis & Lacy for an informative discussion of developments and trends in school law that school district superintendents must understand and address.

Presenter: Attorney Kirk Strang, Strang, Patteson, Renning, Lewis & Lacy

12:00 – 1:15 p.m. Lunch

*President's State of the Association Speech – Steven Bloom, Supt., Palmyra-Eagle
WASDA Board Candidate for WASDA President-elect – Paul Schley, Supt., Cornell
Sponsored, in part, by CG Schmidt, Inc. & MasteryPrep*

1:15 – 1:30 p.m. Break

1:30 – 2:30 p.m. Sectionals

1. Developing a School Based Mental Health System

This session will focus on one districts journey in developing a school based mental health system. We will focus on our multi-tiered approaches to improve risk identification and deliver tailored intervention. We will describe specific programs and strategies that have been implemented to strengthen connections across homes, schools, and communities and share examples, practical tools, and outcomes from a rural Wisconsin school district's implementation of a comprehensive mental health framework.

Presenters: Crystal Holmes, Student Services Grant Coordinator, and Alyssa Maloney, Mental Health Coordinator, Adams Friendship Area School District

2. WASDA Wisconsin Redefining Ready is Ready to Implement

Wisconsin Redefining Ready is Ready to Implement beginning August 2019. This session will bring you up-to-date on Committee work: Data, Implementation, Communication, and CESA Support Committees. You will learn about the 10 Districts starting the journey this summer and how you can begin the journey in the fall of 2019. Join us - We Are On The Move!!!!

Presenters: Dr. Colleen Timm, Learning Services Director, CESA 7; Tim Raymond, Supt., Cambria-Friesland; Doug Parker, Supt., Big Foot UHS; and Jeff Dickert, Agency Administrator, CESA 7

3. Superintendents Leading District Wide Equity Systems Change – Lessons from the Trenches

In this highly interactive session, Wisconsin superintendents from across the state offer their experiences in leading district wide equity systems change. They will share the equity changes they have made, equity outcomes from their efforts, challenges they have faced and how they have responded to these challenges, and tips and suggestions for superintendents who want to truly make a difference for literally all students. Participants will also be able to submit open and anonymous questions from the field. Get your questions addressed at this session!

Moderator: Colleen A. Capper, Professor, University of Wisconsin-Madison, Co-Founder Integrated Comprehensive Systems for Equity

Superintendent Panelists: Matthew Joynt, Supt., Mequon-Thiensville; Dan Olson, Supt., Monona Grove; Terry Whitmore, Nekoosa; and Aaron Engel, Supt., Gale-Ettrick-Trempealeau

4. How Does Your Staff Feel? The Value of Measuring Staff Engagement

There is a direct correlation between staff engagement, student achievement and how your community perceives your district. Therefore, quantifying staff satisfaction and engagement is critical. Join School Perceptions as they discuss using their 12 Indexes for Employee Engagement to develop targeted interventions for each employee group at each of your schools.

Presenters: Bill Foster, President and Founder, and Sue Peterson, Project Manager & Strategic Communications Specialist; School Perceptions; and Lori Mueller, Supt., Baraboo

5. Wisconsin Comprehensive School Safety Framework

In March of 2018, the Wisconsin Legislature passed Act 143. This act created the Office of School Safety and allocated \$100,000,000 in grant funding toward improving the safety of all the schools in Wisconsin. The Office of School Safety was tasked with managing the grant funds, collecting school safety information from every school, and providing schools and law enforcement with best practice guidance on the topic of school safety. The Office of School Safety has partnered with statewide organizations and nationally recognized school safety experts to develop their statewide recommended best practices. This presentation is a discussion of act 143, and the development of the Wisconsin Comprehensive School Safety Framework.

Presenter: Kristen Devitt, Director, Office of School Safety, Wisconsin Department of Justice

2:30 – 2:45 p.m. Break

Achieving Equity	Human Resource Development	Continuous Improvement	Relevant Legal & Agency Updates	Direct Supt. Support Services
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1. Preparing for ESSA. It Starts Now! – Analyzing Early Exploration of Site-Based Results to Create the District’s Narrative

The new ESSA site-based financial reporting requirements present both challenges and opportunities. The availability of financial data broken down by school building should lead to meaningful conversations, but it could also lead to challenging questions that school leaders need to be prepared to address. As the topic of equity moves to center stage in the ESSA era, this session will be an exercise of the key strategies of developing a district narrative using the early exploration of results as the foundation. We will discuss this topic in the context of Sun Prairie Area School District, as they navigate through the financial conversation amidst rapid growth and change.

Presenters: Jeff Carew, Managing Director, Forecast5 Analytics; Michele Wiberg, Senior Vice President/Director Wisconsin Office, PMA Financial Network; and Brad Saron, Supt., Sun Prairie

2. Leveraging EE Flexibility to Deepen Leader Impact

Educator Effectiveness is designed to significantly grow teacher practice and student learning. However, its implementation in many places often renders little growth for all the work. This session will discuss EE implementation themes recently identified by Wisconsin education leaders and clarify local flexibility you have within this statewide system to garner much more impact. We also will share several examples of legitimate EE shifts that Wisconsin schools/districts are implementing in line with this flexibility, which may be a match for your schools and system, too.

Facilitators: Dr. Joe Schroeder, Associate Executive Director, AWSA; Dana Monogue, Asst. Supt. for Teaching & Learning, Elmbrook; and Maria Dyslin, Principal, Sunset Ridge Elementary, Middleton-Cross Plains

3. Successful Strategies to Retain the Great Staff You Have

We all want the best and brightest to be serving in our schools and communities. We all have statements about "attracting and retaining a high quality staff" but are repeatedly faced with staff turnover which means onboarding new staff members, ongoing mentoring, initiatives that slow down as we start from square one, and a host of other challenges! Come and learn how three districts invested and leveraged staff happiness to build culture within their staff, and learn some concrete examples of ways to increase the engagement of your staff across the board. There are many upsides to happiness, we couldn't find a single downside!

Presenters: Shelly Severson, Supt., Black River Falls; Don Haack, Supt., Spring Valley; and Aaron Sadoff, Supt., North Fond du Lac

4. Post Act 10 Teacher Compensation Case Law

Hear the details of the lawsuit won by the Cornell School District pertaining to a gender discrimination complaint and what the district did in advance that helped it be successful in this case.

Presenter: Dr. Paul M. Schley, Supt., Cornell

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5. Legislative Advocacy 101

Your relationships with your legislators will determine our success in the State Capitol. In this session, SAA Executive Director John Forester will provide you with a “tool kit” to help you build lasting relationships with your lawmakers and lobby them more effectively on behalf of the students you serve. John will be joined by members of the WASDA Legislative Committee who will share how they engage their legislators.

Presenters: John Forester, Executive Director, SAA; Chris VanderHeyden, Supt., Menasha; and Ben Niehaus, Supt., Florence County

- 4:00 – 5:00 p.m. Large District Caucus**
- 4:00 – 5:00 p.m. WASDA K8/UHS Committee Meeting**
- 4:00 – 5:00 p.m. WASDA Small Schools Committee**
- 5:00 – 6:30 p.m. Networking Reception**
- 8:00 – 10:00 p.m. Entertainment by The Superintendencies**

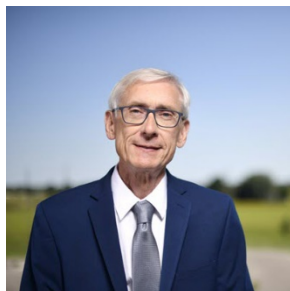
FRIDAY, APRIL 12

- 7:30 a.m. Networking Breakfast**
- 8:00 a.m. Annual Meeting**
- 8:30 – 9:00 a.m. Carolyn Stanford Taylor, State Superintendent, Wisconsin Department of Public Instruction**



Wisconsin’s State School Superintendent Dr. Stanford Taylor will highlight her educational priorities and emphasize her commitment to a strong partnership with Wisconsin’s school superintendents. She will review her priorities in the biennial budget and forecast the important issues and initiatives for schools in the near term.

- 9:00 – 9:30 a.m. Governor Tony Evers (Invited)**



- 9:30 – 9:45 a.m. Break**

9:45 – 10:45 a.m. Leveraging Systems Thinking to Improve Student Outcomes and Organizational Effectiveness



Multi-tiered strategic planning; knowledge of curriculum and instruction; interdepartmental professional development; and calibration of expectations, systems and structures form the foundation for improving outcomes for all students. An all-hands-on-deck approach to organizational development must be intentional to achieve the results we all seek as leaders of learning organizations. Dr. Donyall Dickey commits his nationally recognized expertise to exploring and examining proven, critical practices that may be leveraged by district administrators to foster and sustain unparalleled improvement.

Presenter: Donyall D. Dickey, Founder and Chief Executive Officer of Educational Epiphany, LLC Lead Author of Scholastic Literacy K-6 National Spokesperson for Literacy Development - Scholastic

Latest Book: Integrated Approach to Student Achievement - Second Edition

For more information about Dr. Dickey's collection of 35 published books, go to: www.educationalepiphany.com

10:45 – 11:00 a.m. Break

11:00 – 12:00 p.m. So, How's the State Budget Coming Along?

In this session, two members of the powerful Joint Finance Committee, Co-chair Rep. John Nygren (R-Marinette) and Vice-chair Sen. Luther Olsen (R-Ripon), will join SAA Executive Director John Forester for a candid conversation about the important issues impacting the 2019-21 State Budget process. Don't miss this insider's view of the State Budget.

Moderator: John Forester, Executive Director, SAA

Panel: Senator Luther Olsen and Rep. John Nygren

12:00 p.m. Conference Adjourns