

## WEDNESDAY, SEPTEMBER 19

### 3:00 - 5:00 p.m. PRE-CONFERENCE WORKSHOPS

#### **Educator Preparation and Licensing Under the New PI 34 Assembly**

After a year-long process, the rewritten administrative code chapter on educator preparation and licensing (PI 34) is now in effect. We will look at what has changed, implementation timelines, and what has stayed the same. There will be time for questions.

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

#### **Thinking Strategically About Assessment - University AB**

How can you strategically plan and implement student assessment within your school or district? How can you ensure educators understand student assessment and are purposefully using assessment data to directly impact student achievement by making strategic decisions, engaging the learners themselves, and determining what comes next for students' learning? The DPI promotes a strategic assessment system in which assessment and data literate educators and administrators thoughtfully and purposefully administer student assessments. In this pre-conference session, the Office of Student Assessment will share crucial assessment necessities information: the importance of test participation, test security, and communicating DPI messaging to practitioners; assessment resources; and professional development opportunities to help districts, schools, and educators understand how, when, and why to assess student learning; and how to examine student data to drive continuous improvement.

**Presenters: Lauren Zellmer, DPI Consultant Office of Student Assessments, & Viji Somasundaram, Director Office of Student Assessments**

#### **Meeting the Mental Health Needs of Students - Capitol B**

This pre-conference workshop will cover social and emotional learning competencies and trauma sensitive schools.

**Presenters: Beth Herman, DPI Consultant Student Service Prevention and Wellness Team, and Elizabeth Cook, DPI Consultant Student Service Prevention and Wellness Team**

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#### **Wisconsin School Finance Overview and the 2019-21 Biennial Budget - Madison Ballroom**

This pre-conference workshop will provide a summary, review and discussion on the State Superintendent's 2019-21 biennial budget proposal to the Governor/Legislature.

**Presenters: Brian Pahnke, Assistant State Superintendent, and Erin Fath, Budget and Policy Director, Division for Finance and Management**

**5:30 - 6:30 p.m. 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 - Wisconsin/Capitol AB**

**7:00 - 8:30 p.m. An Evening with the Blue Ribbon Commission Wisconsin/Capitol AB**

The recently appointed Wisconsin Blue Ribbon Commission on School Finance spent the past year examining our current public school finance system. They studied challenges inherent in the system and critical issues of resource inequity for districts and students in the application of that system. Co-chairs Senator Luther Olsen and Representative Joel Kitchens will join your colleagues who served on the Commission to reflect on what was learned and how that information might serve to improve our public school finance in Wisconsin for both the near and long term.

**Moderator: John Forester, Ex. Dir., SAA**

**Panel: Senator Luther Olsen, Representative Joel Kitchens, Michelle Langenfeld, Supt., Green Bay; Joni Burgin, Supt., Grantsburg; and Ted Neitzke, Admin., CESA #6**

**8:30 - 10 p.m. WELCOME RECEPTION  
Madison Ballroom**

*Sponsored, in part, by Delta Dental of Wisconsin & Wisconsin Collaborative Education Network/ UW Madison Educational Leadership & Policy Analysis*

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## THURSDAY, SEPTEMBER 20

**7:00 a.m. Breakfast - University Ballroom**  
*Sponsored, in part, by Nexus Solutions*

**8:00 a.m. GENERAL SESSION - Wisconsin/Capitol AB**

**Welcome - Jon Bales, WASDA Executive Director**  
**Chair - WASDA President Steve Bloom, Supt., Palmyra-Eagle**



**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 2018-2019 school year.

**8:20 - 9:50 a.m. Sticks & Stones Exposed: The Truth Behind Words & Relationships**



Come join Dave Weber, national education speaker, for a thought provoking presentation on the power of words to change culture and climate in a school. As a master storyteller, Dave illustrates the wisdom of Dr. Ruby Payne, Dr. Elizabeth Hurlock, Dr. Kent Peterson, & Thomas Sergiovanni in this fast paced, interactive, and fun presentation! Leave with a fresh understanding of how WORDS impact relationships, RELATIONSHIPS impact culture, and CULTURE impacts student outcomes - and

how they can unlock the keys to collaboration in your PLC. In a day when standards are higher and morale can be lower, this inspiring message will encourage your heart & mind and send you back home with a new vision to positively influence everyone around you.

**Dave Weber, CEO/President, Weber Associates**

**9:50 - 10:05 a.m. BREAK**  
*Sponsored, in part, by*  
**WEA Member Benefits & Grant Specialist**  
**USA, Inc.**

**10:05 - 11:15 a.m. Boards: Tolerate? Ignore? Embrace?**



Working effectively with a board. It's been a seat-of-the-pants and personal style gambit. Maybe it's working for you. But, for too many superintendents, it isn't. Turnover rates speak volumes. Is there a better way? Can we put the brakes on the incendiary interplay and identify roles that define the board and define a system that allows you to be the professional leader you were hired to be? This is a moment in time for sharing and for learning about

new ways to interact with and support your board. Learning based on the successful stories of other districts. Learning based on the wisdom gleaned from watching superintendents who both lead and serve their board. And sadly, wisdom gleaned from the demise of those who fail. Explore a system based on values and principles that defines governing and board responsibilities; provides an honorable evaluation of your work; establishes the gold standards for operational performance taking out the guesswork about who decides what; and defines the transparent outcomes for students that unites board and staff focus. Collegiality. Servant Leadership. Honoring roles. Enjoy your job.

**Linda J. Dawson, Senior Partner, AGI Aspen Group Intl, LLC**

**11:15 - 12:00 p.m. LUNCH (Box lunches)**  
**Madison Ballroom**  
*Sponsored, in part, by #SocialSchool4EDU*

**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**

**1:30 - 2:30 p.m. BREAKOUTS**

**Redefining Ready - University**

The WASDA/CESA supported Redefining Ready initiative in Wisconsin serves to build off the work being done by AASA at the National level to educate and influence district programming, state policy, and professional practice in the pursuit of College and Career Ready (CCR) students graduating from public schools. Redefining Ready advances a set of research-based indicators of CCR that expand the accountability metrics currently used in the State Report Card. Creating this supplementary report of readiness indicators for internal and external audiences tells a more meaningful story about valuable school and district success and outcomes.

A year-long Cohort study process has yielded a template reporting structure and a model of ongoing district level support through CESA's that can help districts advance this opportunity. Forecast 5 has been a supporting partner in this process to demonstrate how data can be gathered and analytics completed that can produce meaningful reporting structures. Come hear about the roll out of this initiative in Wisconsin and how your district can receive the critical support and guidance to achieve a broader view of school and district success metrics and outcomes.

**Colleen Timm, Learning Services Director, and Jeff Dickert, Agency Admin., CESA 7**

**From Chaos and Confusion to Commitment to Children - Senate AB**

Hear about the journey of two school board members who admittedly were too involved in the internal operations of the district. This involvement caused confusion and frustration for district employees and the school board. The board members corrected this behavior by redirecting their focus toward governance and separation of duties. Presenters will discuss their shortcomings, successes and how this journey has ultimately resulted in a wholesale change toward student success.

**Steve Schroeder, President, and Thomas Weber, Vice President, Sun Prairie School Board**

**Building Strategic Partnerships Through Effective Communication Capitol B**

Racine Unified School District Superintendent Dr. Eric Gallien and Board of Education President Mr. Robert Wittke Jr., will discuss the importance of building a strong partnership between the superintendent and the Board of Education. The pair will dive into best practices and ways to utilize and engage a school board at an effective level in an effort to raise student achievement and build a culture of inclusion and equity.

**Eric Gallien, Interim Supt., Racine, and Robert Wittke, President, Racine Unified School Board**

**November Elections Preview, School Funding Commission and State Budget Priorities - Madison**

In this session, SAA Executive Director John Forester will preview the November elections in Wisconsin, discuss the ongoing work of the Blue Ribbon Commission on School Funding and update WASDA members on the development of the SAA's 2018 Evidence-Based Policy Agenda. John will also seek your input on SAA priorities for the upcoming 2019 State Budget session.

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

**2:30 - 2:45 p.m. BREAK**

*Sponsored, in part, by WEA Member Benefits & Grant Specialist USA, Inc.*

**2:45 - 3:45 p.m. BREAKOUTS**

**Effective Board Communication in a Coherent Governance Model University**

What did you know? When did you know it? What did you do about it? These are the three fundamental questions that can define the success of a superintendent. This session will outline specific board-adopted policies which define appropriate board/superintendent relationships in a coherent governance setting. Hear about formal and informal appropriate communication practices from both the superintendent and school board leadership perspectives.

**Randy Nelson, Supt., and Connie Troyanek, School Board President, La Crosse**

## **Building Your District's Continuous Improvement Process Capitol B**

So often our focus for our School Board centers around the official meetings and what action can happen there. Many districts like ours have discovered that a few well-orchestrated work sessions outside of those regular meetings can help your district create a better process for continuous success. Through a series of collaborative workshops, the Board and the district administrator were able to build a process for continuous improvement that guides our district decision making and organizes our schedule. Our District needed to develop our goal setting process, improve student achievement, give structure to our accountability efforts and organize our long-term planning while maintaining transparency through the process. Using best practices for school improvement and incorporating resources like "The Key Work of School Boards," we built a personalized approach for our school district that provides that structure. We will share our experience, and the simple tools that we use to create and maintain the improvement process in Viroqua.

**Dr. Kehl Arnson, Viroqua Area Schools District Administrator**

## **Developing Effective Board/Administrator Relationships Focused on Student Success - Senate AB**

This session will focus on developing and maintaining appropriate board /administrator roles which are grounded in a policy-based governance model. Evidenced-based monitoring of student achievement toward collaboratively developed district goals serves as a basis for healthy boundaries which can move districts forward. We will examine strategies whereby superintendents can empower their school board at the governance level in monitoring achievement progress while avoiding pitfalls that occur when school boards move into less appropriate operational levels.

**Kevin Bruggink, Supt., and Jim Swart - School Board President, Oostburg**

## **Making Good Governance Happen: A Road Map - Madison**

The theory and concept sound good. But is this really doable? How? Attend this 45-minute presentation followed by 15 minutes Q & A. Find out how to introduce this concept to your board. Learn the protocols for monitoring performance in operations and on student Results and benefits to staff. Review sample board self-assessments and superintendent evaluations. And get answers for the questions you need in order to advance the conversation with your board.

**Dr. Randy Quinn, Senior Partner, & Linda J. Dawson, Senior Partner, AGI Aspen Group Intl, LLC Governance Leadership Development**

**4:00 - 5:00 p.m. COMMITTEE MEETINGS**

**5:30 - 6:45 p.m. RECEPTION - Madison Ballroom**  
*Sponsored by Performance Services,  
CG Schmidt & Code to the Future*

## **FRIDAY, SEPTEMBER 21**

**7:00 a.m. BREAKFAST - University Ballroom**  
*Sponsored, in part, by ABM Education*

**8:00 - 9:15 a.m. GENERAL SESSION - Wisconsin/Capitol AB**

## **The Literacy Imperative. How Can We Achieve This Essential Outcome For All Students?**



Dr. Ernest Morrell will speak on issues of diversity and the urgency of equitable outcomes in developing literacy for all students. How can system leaders advance educators capacity to achieve the critical outcomes we seek in schools?

**Ernest Morrell, Coyle Professor of Literacy Education and Director of the Center for Literacy Education, University of Notre Dame**

**9:15 a.m. BREAK**

**9:30 - 10:30 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 Ng, Associate Executive Director, Policy & Advocacy, AASA**

**10:30 - 12:00 p.m. Focusing the Board and the School District on the School District's Vision and Purpose**



This presentation will cover real strategies that superintendents can employ to focus the School Board and the School District on the most important objective: Reaching the School District's Vision and Purpose.

**Brad Saron, Supt., Sun Prairie**

**12:15 p.m. ADJOURN**

**SPECIAL THANK YOU TO THE FOLLOWING  
WASDA BUSINESS PARTNERS ATTENDING  
THE FALL SUPERINTENDENTS CONFERENCE**

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**MARK YOUR CALENDAR!**

**FALL SUPERINTENDENTS CONFERENCE**  
**Presented by WASDA**

*In cooperation with the*  
*State Superintendent of Public Instruction*  
*Tony Evers*

**September 18-20, 2019**  
**Madison Concourse Hotel**

**WASDA 2018 FALL REGIONALS**

**October 16 - Quality Inn - RHINELANDER**

**October 17 - Comfort Suites - HAYWARD**

**October 31 - Holiday Inn South - EAU CLAIRE**

**November 1 - Holiday Inn - STEVENS POINT**

**November 5 - Holiday Inn - PEWAUKEE**

**November 6 - Ramada Inn - RICHLAND CENTER**

**November 16 - KI Convention Center - GREEN BAY**

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

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**COMMITTEE MEETINGS**  
**THURSDAY, SEPTEMBER 20**  
**4 - 5 P.M.**

<b>WASDA Small Schools Committee</b>	<b>Conference Room I</b>
<b>WASDA Legislative Committee</b>	<b>Conference Room II</b>
<b>WASDA K8/UHS Committee</b>	<b>Conference Room III</b>

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