

VIRTUAL FALL SUPERINTENDENTS CONFERENCE

Presented by WASDA

*In cooperation with the State Superintendent of Public Instruction
Carolyn Stanford Taylor*

Unprecedented Opportunities for Leadership

September 17-18, 2020

The current educational landscape calls for reasoned, principled, responsible guidance and provides unprecedented opportunities for leadership. In this environment, the challenges of managing ambiguity while maintaining flexibility are essential, as is avoiding becoming mired in the present. Effective leaders tend to the present and endeavor to move their organizations forward in the face of these tests of leadership. Now, more than ever, your leadership matters!

The WASDA Fall Superintendents Conference, in cooperation with the State Superintendent of Public Instruction, is designed to support your success as you navigate the current environment and take steps to ensure that your organization continues to build the capacity for moving forward. Through your participation in this virtual conference, you will receive the latest information from local, state, and national leaders not only on issues that demand your immediate attention, such as the pandemic, but also on navigating the broader political landscape; engaging parents and members of the community; communicating with various stakeholders; addressing social and emotional learning, as well as mental wellness; leading for equity; and our most significant focus - improving student learning. We trust that you will find the program timely, relevant, and a noteworthy investment in your professional growth as you provide leadership in this unprecedented time.

PRE-RECORDED BREAKOUT SESSIONS – AVAILABLE FOR VIEWING ON SEPTEMBER 14. The links to the presentations can be found on the Conference Resource Page.

Contact information for each presenter is available on the Conference Resource Page for follow up questions.

1. A Virus Free School Law Update (*1 hour, 8 minutes*)

While legal issues related to COVID-19 still dominate school districts' legal concerns, other areas of the law that affect schools have been active as well. This program will look at recent legislation, decisions issued by our courts, and administrative agency activities of importance to Wisconsin school districts. We will also discuss strategies that will help school districts account for recent legal developments and policy issues that those developments generate. We may cheat our program description just a bit, in order to consider COVID-19's "ripple effect": circumstances where the COVID-19 pandemic has influenced other, relevant areas of the law and educators' corresponding practices. Join Kirk Strang of Strang, Patteson, Renning, Lewis & Lacy for a fresh look at legal developments in school law.

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

2. What Your School Nurse Would Like You to Know About COVID-19 (*46 minutes*)

This presentation will focus on what is new and currently known about COVID-19. Information regarding issues that have come up since schools reopened will be discussed along with suggested practices.

Louise Wilson, School Nurse Consultant, DPI

3. **The Legal Framework For Managing “Political” Issues In An Election Year (Or At Least Attempting To Do So) (60 minutes)**

“Political” issues always present challenges for District Administrators, but 2020 is a special case. In addition to the presidential election in November, the school year has begun with the “politics” associated with re-opening schools and athletics, the racial and equity issues associated with the Black Lives Matter movement, the divergent views and opinions about the appropriateness of School Resource Officers, and others. All of these issues have broad impact in schools, and all have legal aspects associated with attempting to manage them in a learning environment involving students, staff, parents, and the public. This presentation will focus on the legal framework within which District Administrators must operate in attempting to balance the many factors associated with appropriate responses.

Attorney Michael Julka, Boardman & Clark LLP

4. **How is Your Staff Coping With COVID? (10 minutes)**

To help answer this question, School Perceptions is providing a new employee exit survey system at no cost to all Wisconsin schools. We have also modified our staff engagement survey to help you better understand the thoughts, feelings, and challenges of your teachers and staff.

School Perceptions has been helping Wisconsin School Districts gather and benchmark school improvement data for nearly two decades. Our normed and validated survey question sets allow a District to see their trend data as well as how they compare to the rest of the state. Learn more about this free tool as well as the staff engagement survey and how this data can help you retain and support your staff.

Bill Foster, President and Founder, and Sue Peterson, Project Manager and Strategic Communications Specialist, School Perceptions

5. **Reducing risk: Developing Resiliency through Comprehensive School-based Mental Health Systems and Social and Emotional Learning (1 hour, 13 minutes)**

Schools struggle with providing for the needs of all students on a “normal” day and today is definitely not “normal”. Students and staff have been impacted by school closures, and the effects of the pandemic on health and family stressors. Preliminary survey data indicates that students are experiencing higher levels of anxiety, depression, and fear than prior to the school shutdowns.

As schools focus on reopening in whatever form that is, adults are concerned about the social and emotional health of students and one another. The effects all of these stressors have on us can be mitigated by focusing on building protective factors and resilience rather on the deficits of behavioral and mental health challenges.

This session will introduce participants to the protective factors of comprehensive school-based mental health systems and social and emotional learning and explore how these can be used to build resilience in students and adults. This is an unprecedented time, and if handled well, could result in highly resilient and emotionally competent students and adults.

Beth A. Herman, MSE, School Mental Health Training Consultant, DPI

6. **Creating Trauma Sensitive Environments in the 20/21 School Year (51 minutes)**

In this session, participants will explore 5 action steps towards becoming trauma-sensitive in light of current events. Based on guidance provided in DPI’s Education Forward document, participants will explore what it means to be a trauma sensitive school during this time. Participants will be introduced to and have time to explore tools and content focused on taking several crucial steps towards creating safe and supportive environments for all students and staff.

Liz Krubsack, MS, LPC, School Mental Health Consultant, DPI

7. **ESSA School Level Expenditure Reporting: The Real Deal (33 minutes)**
DPI will be publishing and reporting to the U.S. Department of Education our first set of school level per-pupil expenditure data for 2018-19, as required by the Every Student Succeeds Act (ESSA), on November 19, 2020. How are we rolling out this release? What do you need to know as district administrators to ensure you are familiar and comfortable with the data being released? This session will discuss the next phase of this reporting requirement that has been in the works for four years.
Daniel Bush, Director, DPI School Financial Services
8. **School Engagement in Uncertain Times: Communicating About COVID-19 While Advancing Equity Efforts (56 minutes)**
While public schools have always been affected by large societal challenges, now is a time when two of the most pressing issues of our time are playing out in school districts nationwide. As a result, education leaders' ability to engage their communities has perhaps never been so important. In this session, school communications professional Joe Donovan offers systems and tools to bring stakeholders together around shared values to protect the health and safety of students and staff, while also addressing long-standing inequities in a meaningful way.
Joe Donovan, President, Donovan Group

THURSDAY, SEPTEMBER 17:

8:00 a.m.

GENERAL SESSION

Welcome - Jon Bales, WASDA Executive Director

Barbara Sramek, WASDA Director of Professional Development & Member Services

Chair - WASDA President Paul Schley, Supt., Cornell



Welcome by State Superintendent Carolyn Stanford Taylor

Wisconsin State Superintendent Carolyn Stanford Taylor will welcome superintendents and provide an overview of state level priorities and initiatives in education for the 2020-2021 school year.

8:30 a.m.

Message from WASDA Business Partner PMA Financial Network, LLC – Michele Wiberg, Senior Vice President, Managing Director

9:00 – 9:15 a.m.

Governor Tony Evers



9:15 - 11:15 a.m. GENERAL SESSION

Leadership Matters: Moving Beyond “PLC Lite” and Nurturing Full Commitment



Thirty years ago, the first book on PLC at Work was published by Richard DuFour and Robert Eaker. The PLC at Work model has been celebrated and validated as the most promising way to improve student learning, yet so many schools remain stalled at the beginning stages of implementation. Why does this reality of “PLC Lite” still plague our profession twenty years later? Without exception, the schools that use this model to transform their practice have one thing in common; effective leadership. This keynote will explore the keys to effectively transitioning a school or district into a model PLC.

- Participants will understand the leadership challenges and lessons learned from twenty years of PLC practice
- Participants will learn the difference between leadership behaviors that undermine and promote the purpose of a PLC
- Participants will learn practical strategies that will improve their ability to lead others through the change process and build consensus

Dr. Anthony Muhammad

11:15 a.m. Message from WASDA Business Partner Nexus Solutions – Rob Brown, Account Executive

12:00 - 1:00 p.m. STATE SUPERINTENDENT CAROLYN STANFORD TAYLOR’S ANNUAL STATE OF EDUCATION ADDRESS – [CLICK HERE TO VIEW](#)

1:15 - 3:15 p.m. GENERAL SESSION

Leading for Equity with Authenticity: Connecting Your Personal Story to Your Professional Strategy



For equity to be more than a buzzword, we need to show people how and why it truly matters to us, beyond the mandates of board policy and community expectations. To be authentic leaders we must reflect on, and communicate how our personal story has shaped us as leaders. Rather than a mission or vision, in Highline Public Schools we have our Highline Promise:

Every student is known by name, strength and need and graduates prepared for the future they choose.

This was born out of my personal experiences and professional beliefs, and over the past 7 years our Promise has become the DNA of our system, guiding everything from recruitment and hiring to resource allocation and instruction. It has also helped us establish an equity through line linking our strategic plan, district policies, programs and practices. In this session I will share Highline’s equity journey, our mistakes and our successes, and how we are now moving toward becoming an anti-racist school system.

Dr. Susan Enfield, Highline Public Schools, Washington

3:15 p.m. Message from WASDA Business Partner Forecast5 Analytics, Inc. – Jeff Carew, Managing Director

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

**The Business Partners highlighted in red will be providing a special message
to attendees during the Conference.**

CG Schmidt, Inc.

ESS

FGM Architects

Forecast5 Analytics, Inc.

Illuminate Education

J.H. Findorff & Son, Inc.

M3 Insurance Solutions

Nexus Solutions

Performance Services, Inc.

PMA Financial Network, LLC

Renaissance

Scholastic

Schneider Electric

Security Health Plan of Wisconsin, Inc.

Somerville Architects & Engineers

WEA Member Benefits

FRIDAY, SEPTEMBER 18:

8:00 a.m. **GENERAL SESSION**
WASDA Executive Director Jon Bales
WASDA President Paul Schley

8:10 a.m. **Message from WASDA Business Partner Security Health Plan of Wisconsin, Inc.**
Jennifer Cordy, Market Development Manager, North-Central Region

8:15 - 9:00 a.m. **Federal Education Update**



With the 2020-21 school year under way and the 2020 elections rapidly approaching, there's a lot to unpack. AASA's Ellerson Ng will walk through the latest goings on of Congress, including how the latest COVID response package will impact your district, the projections for school openings through the fall, the elections in November, and what it all means for education policy and the students you serve.

Noelle Ellerson Ng, Associate Executive Director, Advocacy & Governance, AASA, The School Superintendents Association

9:00 – 10:00 a.m. **A Review for Superintendents of the Current Status, Priorities, and 2020-2021 Forecast for WASDA and the SAA**

John Forester, Executive Director of SAA and Jon Bales, Executive Director of WASDA will provide an overview of current issues and initiatives underway with the Superintendents Professional Association and, in particular, its relevant legislative agenda through the SAA. Both short and longer term priorities and strategies will be discussed along with an overview of what can be anticipated in the future. There will be an opportunity for Q&A and discussion of topics and issues.

John Forester, Executive Director, SAA
Jon Bales, Executive Director, WASDA

10:00 a.m. **Message from WASDA Business Partner Renaissance – Jonathan Powell, Account Executive**

10:05 a.m. **Break**

10:15 – 11:30 a.m. **2020-21 Fiscal Uncertainty, the 2021-23 State Budget Outlook, and Retiring Senator Luther Olsen**

SAA Executive Director John Forester will use this session to first engage Representative John Nygren, Co-chair of the Joint Finance Committee, in a discussion of the 2020-21 state fiscal condition, the outlook for the 2021-23 state budget process, and the major education policy issues that may be in play next legislative session. The remainder of the session will feature retiring Senator Luther Olsen reflecting on the significant changes in education policy that transpired during his career and looking forward to the education challenges awaiting educators and policymakers in the future.

John Forester, Executive Director, SAA; Senator Luther Olsen, and Representative John Nygren

11:30 a.m. **Closing Remarks – WASDA President Paul Schley**