

# WASDA FIRST YEAR SUPERINTENDENTS WORKSHOP V

*Sponsored by*



**WEDNESDAY, APRIL 10, 2019**  
**Madison Concourse Hotel - Madison**

## PROGRAM

- 7:30 a.m. REGISTRATION/CONTINENTAL BREAKFAST**
- 7:30 a.m. Registration/Continental Breakfast**
- 8:00 a.m. Welcome and Reflection**  
Finishing Strong and Planning Proactively for the Next Year.  
The school year is coming to a close. Many accomplishments have been realized in your first year. But one good year doesn't make a good run. Expectations will actually increase if you've had a good year. Attention to several tips can help ensure you have a strong finish to your first year and a productive start to your second.  
*Discussion facilitated by Cooke and Gallagher*
- 8:15 a.m. Financial Literacy - Debt 101**  
There are many procedures and statutory provisions relating to bonding and indebtedness. Learn from the experts, what superintendents need to know including understanding the debt issuance process, Funds 38 and 39, EMMA filing requirements, the bond rating process, role of bond counsel and other related topics.  
*Lisa Voisin, Managing Director, Mike Clark, Director, and Kevin Mullen, Director, Baird Financial Team*
- 9:15 - 9:30 a.m. Break/Networking**
- 9:30 a.m. Legal Update**  
The rapidly changing legal landscape continues to offer topics that must be mastered to avoid legal entanglements. Gain insights from the "Legal Eagle" in a discussion of current issues with implications for your actions.  
*Presenter: Attorney Kirk Strang of Strang, Patten, Renning, Lewis & Lacy*

- 10:30 a.m.**                    **Providing Leadership When Expectations Conflict**  
Successful leaders understand that expectations of the staff, community or board may conflict. But rather than feeling caught in the middle, they employ strategies to identify and build common ground and ownership for direction, while serving as a child advocate. Learn tips utilized by experienced leaders who have successfully prevented or navigated conflicting expectations to create a culture of high expectations, transparency and results.  
*Panelists: Brian Busler, Supt., Oregon; Lisa Elliott, supt., Greenfield; and Aaron Sadoff, Supt., North Fond du Lac*
- 11:30 a.m.**                    **Lunch/Networking**
- 12:30 p.m.**                    **Strategic Communications to Achieve Results**  
Effective communications don't happen by chance. They result from deliberate, intentional planning. This session will assist us to understand and apply a communications planning approach to identify communication goals, develop messages, select communication tools, involve stakeholders and assess results. Participants will work with the presenter to apply communication planning concepts for crisis communications and for communicating in advance of a referendum. Come prepared to examine your greatest communication challenge in light of the concepts presented.  
*Presenter: Joe Donovan, Donovan Group*
- 1:30 p.m.**                    **Reflection on Learning**  
Complete KWL and survey/reflection - Degree to Which Academy Affected Thinking and Practice  
*Discussion facilitated by Cooke and Bales*
- 2:30 p.m.**                    **Priority Planning for 2019-20**  
How should WASDA Meet your Needs during Your Second Year as Superintendent.  
*Discussion facilitated by Cooke and Bales*
- 3:00 p.m.**                    **Adjourn**