Welcome to WASDA’s July edition of our online Newsletter and our official kick-off for the 2018-2019 year!

The WASDA staff has been busy preparing for the new year. Membership renewals were emailed to all Wisconsin public school superintendents in May. Payment for the 2018-19 school year is due in the WASDA office by August 6. If you have not paid your dues, look for a reminder email to arrive in your inbox soon. Also, remember you can always join online at www.wasda.org.

Jessica will also be very busy updating member files. This is the time of year when we see the greatest number of changes in our membership. If you have moved to a new district, please keep her informed of your new address, email address, etc. Since the majority of our communication with you will be via email and our website, it is imperative that we are kept up to date!

We look forward to seeing many of you at our upcoming Summer Legal Seminar at the beautiful Stone Harbor Resort in Sturgeon Bay at the end of July. This is always a great kick-off to a new year of professional activities. If you have never attended it, please consider doing so. A reminder that graduate credit will also be offered through Viterbo University for attendance at this event.

Finally, we hope you are all enjoying a great summer!
YOU’RE INVITED!

WASB Open House

Wednesday, September 19 • 5:30 to 6:30 p.m.

122 West Washington Avenue, Ground Floor
(Northeast corner of Fairchild Street and
West Washington Avenue, in the Hovde Building)

Enjoy complimentary food and refreshments
and network with WASB staff.

We are just a short walk from the
Madison Concourse Hotel.
Please join us!

Supporting, Promoting,
and Advancing Public Education
WASDA President’s Message
WASDA Executive Director’s Report
Thank you to Past President Barb Sramek
Message From Incoming WASDA President-elect Cindy Zahrte
WASDA Board of Directors Election Results
WASDA Summer Legal Seminar
WASDA First Year Superintendents Academy Workshop I
2018 WASDA Regionals
2018 WASDA Fall Conference
2019 National Superintendent of the Year Program
Supporting Principal Excellence Academy
School Finance Workshops
The Capitol Report - John Forester, Dir. Of Gov. Relations
Superintendent Vacancies
WASDA Calendar of Events

www.wasda.org
Dear WASDA Friends and Colleagues,

It is with great personal humility and professional pride that I begin service as your WASDA President. My fourteen years of service as a district administrator have shown me that one never has "seen it all" regardless of the time spent in the position. One example is the recent heightened sense of concern relative to school safety. I am certain to date myself when I share with you that when I was an elementary student school safety meant that student crossing guards, typically sixth graders, were used to assist students crossing the street on the walk to and from school (twice each way as we also walked home mid-day for lunch and back again to complete the afternoon) and that there were separate school entrances marked in cut stone two feet high on two sides of the school. One clearly marked "Boys" and the other equally clearly designated "Girls." We practiced the typical fire and tornado drills, but lockdowns were unheard of back then. Frankly, I don't even recall most classrooms having doors, let alone ones that could be locked or secured in any manner whatsoever.

Clearly times have changed and current school environments are literally and sadly under attack. I will not take a political stand on the issue other than to say that it is my belief that, like churches, synagogues and other places of worship, schools are meant to be sacred places. Our schools should be places which offer various types of safety – foremost among them emotional and physical safety. The learning environments we offer need to be safe not only for children and young adults, but for our employees as well. For any number of our students, and quite likely some adults, our schools offer sanctuary from a variety of adverse situations outside of the scheduled school day and school year.

I was privileged to recently hear Dr. Joseph Erardi speak. Joe served as the superintendent in the Newtown, Connecticut schools during the time of the Sandy Hook tragedy in December of 2012. Reflecting upon that experience Dr. Erardi offered several proactive tips that might offer you some added perspective on the role that we play in maintaining safe and secure "sacred places." Among the more salient comments presented by Joe based upon his call to leadership during the Sandy Hook shooting follow. You will find it notable that a number of his words of wisdom resonate with the recent Office of School Safety grant opportunity.

Dr. Erardi shared that the most critical preventative step that could be taken in a school setting was to be certain that every internal door that would be occupied by students or staff members should be equipped with a functional lock. Each entrance to the school facility (and, as an aside, windows) should be numbered. Entrances also serve as exits so the numbering system should be visible on the inside of the school as well as on the outside. Be sure to have an updated emergency management plan and be certain that every staff person, regardless of employee classification or assignment, is trained in the plan. This includes training of people hired on during the school year as we often provide such training just prior to the start of a new school term only. Conduct both announced and unannounced drills of various types and be sure to insert variability into the drills so that people do not become accustomed to responding without thinking. Be sure to develop a reunification plan, and practice it in the event evacuation of a school site is necessary. Finally, Dr. Erardi voiced unequivocally having a positive and on-going working relationship with local law enforcement officials.
As most of our thoughts recently have been focused on the provision of safe and secure learning environments it is important to also take time to care for yourself. I am often left thinking about who cares for those of us that care for others. The summer months are often full of many tasks and activities. A number, such as hiring, creating more effective and efficient schedules for promoting student achievement and growth, and choosing or developing more powerful curriculum can take up quite a bit of time. And deservedly so. In spite of the requirements of the job (which does last all year contrary to popular opinion) please be mindful of your own need to re-charge and re-energize; both personally and professionally.

To that end, I hope that you consider attending the annual WASDA Summer Legal Seminar scheduled for July 25, 26 and 27 in Sturgeon Bay. Many of you have found this to be a great opportunity to enjoy some well-deserved time out of the office and to connect and re-connect with colleagues. Our professional organization offers powerful networking opportunities and this seminar provides one further example of WASDA's support to you and the work that you do.

Be safe and secure in knowing that you do meaningful work. Some might even say that it is sacred.

Respectfully,

Dr. Steven M. Bloom, District Administrator  
Palmyra-Eagle Area School District  
WASDA President  
sbloom@peasd.org
Executive Director’s Message
July 2018
Dr. Jon Bales
“A Productive Summer”

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.

THANK YOU TO PAST PRESIDENT BARB SRAMEK

The members of WASDA extend their sincere appreciation to Barb Sramek as she served as the President and leader of WASDA for the past year. Serving as President of the leading educational professional administrators association for the state is a very demanding and challenging position. Barb did an excellent job of serving in that capacity. The WASDA members recognized her leadership capabilities and attributes as she led the school district superintendents during this past year and wish to publicly express their sincere appreciation for the efforts given to improve the status of education in Wisconsin.

Barb joins the long list of Past Presidents of the WASDA that have successfully led our state association toward an improved and stronger organization. Barb, we wish you to know that your efforts and your contributions were and are hereby acknowledged and appreciated by the WASDA members.
A MESSAGE FROM INCOMING WASDA PRESIDENT-ELECT

Cindy Zahrte
Supt., Tomah

Dear WASDA Colleagues:

It is truly an honor and privilege to be provided with the opportunity to serve you and our association as the next WASDA President-Elect. I have served on the WASDA Board for five years representing the western Wisconsin region which comprises CESA #4. There is a phenomenal group of superintendents in my area of the state who have supported and encouraged me in my time as superintendent in Tomah. Here's a shout out to you-thank you. You are "good people"! I have also learned a great deal from my time on the WASDA Board as I've watched the leadership of Jon Bales as he navigates the political winds and solidifies support of our association when public education has been vulnerable to criticism and attacks. I've been inspired by Deb Kerr, a past WASDA President, who is now the President Elect of our national association- AASA; our out-going WASDA President, Barb Sramek, who always speaks so eloquently about the noble work we do as superintendents; and I look forward to working closely with Steve Bloom, the incoming WASDA President, as this year unfolds. "Good people"!

I have worked in Tomah most of my professional life, beginning as a social studies teacher at the high school in 1980. Dr. Tony Evers, our State Superintendent, was my principal. Besides Dr. Evers, I've met a lot of really "good people" who came through Tomah and moved into superintendencies- let me drop some names: Norm Fjelstad, Joe Heinzelman, Phil Ertl, Craig Gerlach, Pam Knorr, Bill Tourdot, and Cale Jackson. All "good people"! I stayed in Tomah, working with the gifted talented program, teaching at the junior high, and then serving as the assistant principal and principal of the middle school before I became the superintendent on July 1, 2010, six months before Act 10 was implemented. I believe that the good Lord creates avenues for us to be in places where we need to be at times of difficulty. Act 10 had the potential to significantly fracture our community. Having lived in the Tomah area for thirty years, I had many solid relationships and friendships with teachers and support staff, kids, parents and grandparents, and business and civic leaders. While all the changes with Act 10 tested those relationships, our District forged forward, working together cooperatively and compassionately to make the necessary changes so that we could continue to provide our students with the best possible educational opportunities and our employees with the best possible work environment. This is because "most people are good" and most people want to do what is best, not just for themselves, but also for others.

My message to you is a simple one- it's about believing in the valuable work we do and believing in the "good people" who are engaged in this work with us. I often find inspiration in music. I love songs with simple lyrics, yet powerful messages of hope and optimism. I want to share with you a song whose lyrics have resonated with me recently entitled, Most People Are Good, by Luke Bryan.

I encourage you to listen to the lyrics of this song:

https://www.youtube.com/watch?time_continue=9&v=liqktLC7xR0

This song speaks to me- I do believe most people are good and I hope you do too! I believe kids oughta' stay kids as long as they can. I believe most moms qualify for sainthood- even those moms who come into our office advocating for their children like mama grizzly bears. I believe that youth is spent well on the young 'cause wisdom in your teens would be a lot less fun.
I think of the Parkland students who survived the mass shooting at their high school. That experience and their new found wisdom has certainly changed the course of their lives. I believe that you love who love and it is nothing you should ever be ashamed of… I believe this world ain't half as bad as it looks, thanks to the love, compassion, and kindness of "good people".

I also believe in public education. I believe our work in public education is what makes people good. Think of what we promote- creative and critical thinking, positive character traits, and healthy lifestyles. I believe in the opportunities provided by public education for every child to rise above the conditions in which they were born and succeed. I know that it is in the classrooms of our public schools that we change the lives of children- inspiring and motivating them to believe in themselves and their dreams. I also believe in the significant role each of us, as superintendents, play in helping our principals and teachers successfully navigate their work and strive for continuous improvement. I believe we create the conditions for successful implementation of improved educational initiatives and practices and that we labor side by side with many good people who believe in the value of public education and the importance of strong public schools to help communities grow and flourish. I believe as leaders we must be optimistic and remain positive and hopeful in all our interactions with others. I believe we must show respect and treat with dignity every individual who crosses our path, even when we don't see eye to eye. I believe that we must always be striving to assist each other in learning so that we can positively impact the learning of every child. I also believe it is our involvement with WASDA which provides a myriad of opportunities for us to improve and become not only better leaders, but better people.

I believe most people are good- my thirty-eight years of involvement in Wisconsin's educational system have only reinforced this idea. I have worked with so many good people- teachers, parents, kids, custodians, secretaries, principals, Board members and fellow superintendents. Believe in the good people who you are surrounded by each and every day. Know that you make a difference! Thank you for your hard work on behalf of the children and families of Wisconsin. I look forward to advancing our efforts together through WASDA!

Cindy

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**WASDA BOARD OF DIRECTORS ELECTION RESULTS**

Elections were recently held in the following CESAs. The WASDA members listed will begin their three-year terms on the Board on July 1.

- **CESA #2-East** Wayne Anderson - Williams Bay
- **CESA #2-West** Michelle Jensen - Deerfield
- **CESA #3** Bryce Bird - Riverdale
- **CESA #11** Nick Ouellette - Hudson

*Congratulations!*

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**NEW SUPERINTENDENTS**

If you are leaving your district, please be sure to notify the WASDA office of the name of the new person who will be assuming the superintendency. If the new person is either new to the superintendency or new to the state of Wisconsin, be sure to have them hold the dates of **August 1-2** for the First Year Superintendents Academy Workshop I for the 2018-19 school year, which will be held at the Holiday Inn-Stevens Point.
We’re uniquely positioned to take care of your company.

We’re a Wisconsin company born and raised. We live here, we work here. Our customers are also our neighbors, friends, family. We have plans that feature doctors from Marshfield Clinic Health System, Mayo Clinic Health System, and other high-quality providers. And we have more ways than ever to help your company take care of your employees, so all can be healthier.

Let’s make health insurance worry free, right here.
Call 877.756.4150
The Wisconsin Association of School District Administrators (WASDA) has worked directly with some of the most prestigious school law firms in the state to set up this year's summer LEGAL ISSUES SEMINAR. Below is an outline of this year's seminar. Please note that the annual golf outing will again be a pre-conference activity and will be an 11:30 a.m. shotgun start at the Horseshoe Bay Golf Club in Egg Harbor on Wednesday, July 25.

**WEDNESDAY, JULY 25:**

- **5:30 p.m.** REGISTRATION OPENS
- **6:00 p.m.** DINNER *(Included with registration fee)*  
  Spouses may register for this meal on the registration form.  
  **Enjoy various stations set up throughout the ballroom featuring prime rib, Door County Cherry Chicken, stuffed shells with meat sauce, beef enchilada casserole, taco pizza and much more!**
- **7:15 p.m.** YOU MAKE THE CALL  
  Again, the Wednesday evening program for the Legal Seminar will involve an informative, yet entertaining, way to learn school law. This year the attorneys will present cases with a set of possible answers and each table will have to select what they believe to be the correct answer. This activity should provide for lots of table discussion and an opportunity to put on your legal thinking cap while debating these legally complex cases with your colleagues.

**THURSDAY, JULY 26:**

- **7:15 a.m.** COMPLIMENTARY CONTINENTAL BREAKFAST FOR SEMINAR REGISTRANTS
- **8:00 a.m. - 9:15 a.m.** LABOR AND EMPLOYMENT LAW UPDATE  
  There have been significant court and administrative agency decisions as well as legislative and regulatory actions which will have an impact on your district’s employment practices. Steve will provide practical advice regarding implementation of these legislative, judicial and quasi-judicial developments.  
  *Presenter: Attorney Stephen Weld, Weld, Riley, Prenn & Ricci*
- **9:15 a.m.** BREAK
- **9:30 a.m. - 10:45 a.m.** SPECIAL EDUCATION PLUS  
  This year has been monumental on all fronts! The legal relationship between trauma exposed students and the obligations under Section 504 and the IDEA is front and center in the courts and before hearing officers. Meanwhile as to the Endrew F. FAPE Decision, the federal district court on remand from SCOTUS, issued a scathing decision and ordered the school district to reimburse the parents thousands of dollars in private school tuition and attorneys fees. Additionally, school safety, teacher protection and violence prone individuals are demanding priority attention. Gary will address these issues on a very practical level, providing your district with strategic “practice pointers.” He will also review several wide-ranging initiatives from the US DOE.  
  *Presenter: Attorney Gary Ruesch, Buelow Vetter Law Firm*
MAKING THE TOUGH DECISIONS: MANAGING DIFFICULT PERSONNEL MATTERS

District administrators make a number of tough decisions, but some of the most difficult decisions involve managing personnel. Making tough decisions becomes easier when all of the implications of the decision are understood. This presentation is aimed at overcoming the uncertainties associated with managing difficult personnel matters. For instance:

- When is it appropriate to utilize discipline versus discharge?
- When is a last chance agreement appropriate?
- How do you provide for accountability under your performance evaluation system?
- How does your Grievance Procedure come into play in discipline and discharge situations?
- What obligation do I have to report certain conduct to the Department of Public Instruction?

Tony will address the foregoing issues as well as a number of others.

*Attorney Tony Renning, Strang, Patteson, Renning, Lewis & Lacy, s.c.*

NOON LUNCHEON *(Included in registration fee)*

Spouses may register for this meal on the registration form.

LEGAL ISSUES ROUND TABLES

Double your learning about legal issues. WASDA members frequently claim they learn as much from each other at conferences as they do from the speakers. In this session administrators will meet at round tables where they will share experiences on specific legal issues and create questions for a panel of some of the leading school attorneys in the state. Here is a chance to tap the best of both worlds.

*Panel: Attorney Steve Weld, Attorney Gary Ruesch, Attorney Kirk Strang, Attorney Mike Julka, and Attorney*

FREE TIME FOR FAMILY ACTIVITIES

RECEPTION

Catch up on the day's events and the plans for your evening with your colleagues. Registrants and spouses are invited to this casual reception.

FRIDAY, JULY 27:

COMPLIMENTARY CONTINENTAL BREAKFAST FOR SEMINAR REGISTRANTS

TRAPS TO AVOID IN THE OPEN MEETINGS AND PUBLIC RECORDS LAWS

The Open Meetings and Public Records Laws have been in place for decades, but pitfalls in their interpretation and application continue to make life complicated for District Administrators. Recent court decisions present a perfect opportunity for review and reflection upon some of the traps inherent in the day-to-day impact of these laws on school district governance. Attendees are encouraged to bring their “current practice” questions to the session.

*Presenter: Attorney Michael Julka, Boardman Clark*

BREAK
WASDA FIRST YEAR SUPERINTENDENTS ACADEMY
WORKSHOP I

Sponsored by

BAIRD

AUGUST 1-2, 2018
HOLIDAY INN - STEVENS POINT

WEDNESDAY, AUGUST 1:

11:30 a.m.  Registration

12:00 p.m.  Welcome Luncheon
Jon Bales, Executive Director, WASDA

12:30 p.m.  What Is WASDA?
Jon Bales, Executive Director, WASDA

12:45 p.m.  Break

1:00 p.m.  General Session

Introduction to the Academy:
Kathleen Cooke, WASDA Academy Facilitator/KCMG Consulting

- Introduction of new superintendents
- Introduction of academy support team
- Joe Donovan, President, Donovan Group
- Drew Howick, Practice Director, Howic Associates
- Michael Gallagher, KCMG International LLC

Reflection of Practice/Data Collection Component:
“To What Degree Have Academy Objectives Affected Thinking and Practice?”

- Overview of Coaching and Mentoring
- Completion of KWL (What do I KNOW? What do I WANT TO LEARN?)

2:00 p.m.  What Is Policy Governance?
Effective school board fulfill their responsibilities through policy governance. Learn how the board adopts policy to define the organization’s values, identify parameters for decision making and delegate responsibility to the administrative team.
Jon Bales, Executive Director, WASDA
Kathleen Cooke, WASDA Academy Facilitator/KCMG Consulting
2:30 p.m.  Board Responsibilities
This session will provide an introduction to the basics of school and governmental law as it pertains to the school board responsibilities. Topics covered will include the school board and board member powers and duties, respective roles of the board and district administrator, conflicts of interest, and board member liabilities.

*Attorney Bob Butler, Associate Executive Director and Legal Counsel, WASB*

3:15 p.m.  Break - LIFETOUCH PHOTO SESSION

3:30 p.m.  Strategies for Promoting Effective Board/Superintendent Relationships
The superintendent is in a key position to assist the board to fulfill their governance responsibilities, reduce micromanagement and avoid conflict between the board and administrative team. Learn strategies for promoting effective board superintendent relationships that are used by the most seasoned, successful leaders.

*Kathleen Cooke, WASDA Academy Facilitator/KCMG Consulting
Jon Bales, Executive Director, WASDA*

4:30 p.m.  Break - LIFETOUCH PHOTO SESSION

5:00 p.m.  Reception

6:00 p.m.  Dinner

6:45 p.m.  Meet the State Leaders

Visit with the Leaders of the state’s educational associations and agencies. Each panelist will give an overview of their state association or agency.

8:00 p.m.  Adjourn for the Day

THURSDAY, AUGUST 2:

7:15 a.m.  Breakfast -

8:00 a.m.  Supt./Board Relations - Building an Effective Team
This activity will model, through active participation, facilitation and engagement strategies superintendents can implement to promote effective board operations and thoughtful decision making.

*Jon Bales, WASDA Executive Director, and Drew Howick, Howick Associates*

9:30 a.m.  Break

9:45 a.m.  School Business Essentials
The School Finance team from Robert W. Baird Co. will review key school finance variables and provide for each district, customized “need to know” school finance information for analysis, insight and increased understanding.

*Robert W. Baird & Co. School Finance Team*

11:30 a.m.  Lunch/Networking
12:30 p.m.  Break

12:45 p.m.  Effective Communications -  
Effective communications are the foundation for relationships and decision making. Learn principles of communication that will promote your initiatives while engaging your stakeholders.  
*Joe Donovan, President, Donovan Group*

1:30 p.m.  Know Your Annual Meeting Laws  
State Statutes require all common school districts to hold an annual meeting. Are you ready? Attorney Ruesch will share important reminders and tips to make your annual meeting a success.  
*Attorney Gary Ruesch, Buelow Vetter*

2:15 p.m.  Break

2:30 p.m.  Building Your 100-Day Plan  
A new leader’s performance during the first 100 days is crucial. It signifies capacity in relationship building, organizational skills, vision, executive presence, accountability, work ethic, and character. Participants will collaborate and identify top priorities for their first 100 days.  
*Special Guests: Marggie Banker, Supt., Montello; Paul Mielke, Supt., Oconomowoc; Diane Tremblay, Supt., Barron; and Brad Saron, Supt., Sun Prairie*

3:30 p.m.  General Q & A First Year Superintendent Needs

4:00 p.m.  Adjourn Workshop

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**2018 WASDA REGIONALS**

October 16  Quality Inn - Rhinelander  
October 30  Comfort Suites - Hayward  
October 31  Holiday Inn South - Eau Claire  
November 1  Holiday Inn - Stevens Point  
November 5  Holiday Inn Pewaukee Waukesha - Pewaukee  
November 6  Ramada Inn - Richland Center  
November 16  Hyatt/KI Convention Center - Green Bay

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Your students deserve first-rate facilities. You deserve a partner ready to make that happen.

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AND REGISTER TODAY!

2018 FALL SUPERINTENDENTS CONFERENCE

Presented by WASDA
in cooperation with the
Wisconsin Department of Public Instruction
Tony Evers, State Superintendent

SEPTEMBER 19-21, 2018
MADISON CONCOURSE HOTEL

BOOK YOUR HOTEL ROOM NOW!

DOWNTOWN HOTELS:

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AC HOTEL BY MARRIOTT MADISON DOWNTOWN - 608-286-1337
THE EDGEBEATER - 608-535-8200
HYATT PLACE MADISON/DOWNTOWN - 1-608-257-2700
BEST WESTERN INN ON THE PARK - 1-800-279-8811
DOUBLETREE OF MADISON - 1-800-222-TREE
THE CAMPUS INN - 1-800-589-6285
UNIVERSITY INN - 1-800-279-4881

FOR MORE HOTELS IN MADISON PLEASE VISIT:

www.visitmadison.com
The science of education and knowledge about effective practice expands regularly. A good deal is known about critical factors in our work. We know what works in early literacy strategies, supporting children’s mental health, designing meaningful assessment and allocating resources in ways that further the purposes of education for all students.

We know important leadership qualities that nurture positive engagement and outcomes. We know the appropriate governance role for the board that most effectively moves the district toward its desired ends. Learn current knowledge and effective practices in critical areas of your leadership responsibilities. Hear from national experts and your colleagues about productive operational structures to maximize the value of the Superintendent/Board team and the equitable outcomes for students.

Importantly, dialogue with your peers about topics central to your role and take practical wisdom back to your district. See you all in Madison.

**WEDNESDAY, SEPTEMBER 19**

3:00 - 5:00 p.m. **PRE-CONFERENCE WORKSHOPS**.
*NO CHARGE, however, separate registration is required.*

1. **Wisconsin School Finance Overview and the 2019-21 Biennial Budget**
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.
*Presenter Brian Pahnke, Assistant State Superintendent, and Erin Fath, Budget and Policy Director, Division for Finance and Management*

2. **Thinking Strategically About Assessment**
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 Wisconsin Department of Public Instruction 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, and Viji Somasundaram, Director Office of Student Assessments*
3. **Meeting the Mental Health Needs of Students**
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*

5:30 - 6:30 p.m.  **WASB 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**

7:00 - 8:30 p.m.  **AN EVENING WITH THE BLUE RIBBON COMMISSION**

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 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.

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

8:30 - 9:30 p.m.  **WELCOME RECEPTION**

**THURSDAY, SEPTEMBER 20:**

7:00 a.m.  **BREAKFAST/REGISTRATION**

8:00 a.m.  **GENERAL SESSION**
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

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.


Linda J. Dawson, Senior Partner, AGI Aspen Group Intl LLC Governance Leadership Development

11:20 - 12:00 p.m.  LUNCH (Box lunches)

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

1. **From Chaos and Confusion to Commitment to Children**
   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.
   **Presenters:** Steve Schroeder, President, and Thomas Weber, Vice President, Sun Prairie School Board

2. **Making Good Governance Happen: A Road Map**
   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.
   **Presenter:** Dr. Randy Quinn, Senior Partner, AGI Aspen Group Intl, LLC Governance Leadership Development

3. **November Elections Preview, School Funding Commission and State Budget Priorities**
   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.
   **Presenter:** John Forester, Executive Director, School Administrators Alliance

4. **Building Strategic Partnerships through Effective Communication**
   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**

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

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

1. **Developing Effective Board / Administrator Relationships Focused on Student Success**
   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.
   **Presenters:** Kevin Bruggink, Supt., and Jim Swart - School Board President, Oostburg
2. **Effective Board Communication in a Coherent Governance Model**  
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.  
*Presenters: Randy Nelson, Supt., and Connie Troyanek, School Board President, La Crosse*

3. **Building your District’s Continuous Improvement Process**  
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.  
*Presenter: Dr. Kehl Arnson, Viroqua Area Schools District Administrator*

4. **Redefining Ready**  
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.  
*Presenters: Colleen Timm, CESA 7, Laura Schmidt, New Berlin and Jeff Dickert, CESA 7*

5:30 - 6:45 p.m. **RECEPTION**
FRIDAY, SEPTEMBER 21:

7:00 a.m.  BREAKFAST

8:00 - 9:15 a.m.  EARLY LITERACY IN HIGH-RISK POPULATIONS

Early literacy skills provide a critical foundation for later academic success. At the most basic level, all children must have good language skills, excellent teachers, and books. For children who come from impoverished backgrounds and those who use a community language that differs from the school context, early childhood education can bridge the gap between early literacy environments and school literacy expectations. This presentation focuses on the additional literacy needs of children growing up in poverty and the increasingly important role of birth – 5 education in supporting their language and literacy development.

Dr. Julie Washington, Professor, Department of Educational Psychology, Special Education and Communication Disorders, College of Education and Human Development, Georgia State University

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
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
2019 National Superintendent of the Year Program

About the Program
Now in its 31st year, the AASA National Superintendent of the Year Program pays tribute to the talent and vision of the men and women who lead our nation's public schools. This program is sponsored by ARAMARK Education, VALIC and AASA.

Eligibility
Any superintendent, chancellor or top leader of a school system in the United States who plans to continue in the profession may be nominated. This program is designed to recognize the outstanding leadership of active, front-line superintendents. It is not recognition of service at retirement or a program to reward current state or national leaders.

Nomination
Each candidate for the National Superintendent of the Year Award must first be named by their state association as the State Superintendent of the Year.

The nominator must include a letter of nomination with the application submitted online.

AASA notifies the candidate of the nomination and provides instructions for submitting the application.

Candidates submit the application online through the AASA website.

Completed nominations must be received online at AASA by August 1.

The deadline for completed applications for State Superintendent for Wisconsin is SEPTEMBER 1.

Completed nominations from State Associations must be received online at AASA by November 1.

Completed applications for the National Superintendent of the Year Award must be received online at AASA by November 1.

Application
Visit http://soy.aasa.org for all the details!

Awards
The AASA National Superintendent of the Year presents a $10,000 scholarship to a student in the high school from which he/she graduated. All state and overseas nominees receive a medallion and are honored at AASA's National Conference on Education.

Staff Contact:
Bernadine Futrell, Director of Awards and Collaborations
bfutrell@aasa.org
School administrators need skillful support from leaders of teaching and learning; leaders who believe in coaching as a vehicle for developing exemplary leadership. The Professional Growth Coaching for Leaders Academy, presented by WASDA and AWSA, will equip 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 overarching goal of the Academy is to assist with the development of instructional leadership skills that deliver breakthrough results for all students.

Knowledge Objectives:

1. Identify strategies to determine best practices in teaching and learning.
2. Understand how to use evidence of principal practice to identify next steps of leader improvement that foster a positive educational environment and support the diverse cultural and learning needs of students.
3. Learn a process for determining local academic priorities and problems of practice.
4. Understand how to identify a shared problem of practice and recognize strategies to impact change.

Practice Objectives:

1. Analyze coaching conversations and scenarios for effectiveness and intended impact.
2. Promote reflection on impact by engaging leaders in coaching simulations that use targeted questioning and conversation strategies.
3. Engage in a relationship with a principal for the purpose of practicing and analyzing coaching skill.
4. Facilitate coaching conversations that ensure equity and excellence in schools.

Location:  Holiday Inn Madison at the American Center

DATES
Thursday, October 18, 2018
Friday, November 30, 2018
Thursday, January 31, 2019
Thursday, March 7, 2019

The Academy will include four (4) full-day sessions and the sessions are intended to build upon each other. Registration will cover attendance for all four dates and will open in July.
WASDA is pleased to announce that it will be hosting two workshops entitled "Getting School Finance Right: From the Budget to the Levy." These workshops will be conducted by the DPI School Finance Team. Although open to all, this "how to do it from the ground up" workshop is geared toward new administrators or those with less than 3 years' experience. It will include:

- A detailed discussion and hands-on practice of the 2018-19 revenue limit calculation
- What to do with the October 1st Equalized Property Valuation from DOR and the October 15th General Aid Certification from DPI
- Determining the impact of the exempt business computer valuation (“Computer Aid”)
- Conceptual overview of Equalization & Special Adjustment Aid (General Aid)
- How the pieces all fit together (revenue limit/general aid/levy; equalized property valuation/levy/mill rate)

The extended time will allow participants to use their own district's numbers to do the various calculations with hands-on help from the School Finance Team. The goal is for you to be confident in your budget, revenue limit and general aid numbers so the board can certify your district's levy correctly. This is your opportunity to make sure you're getting it right!

Items to bring with you to the workshop:

- A laptop computer
- Your district's 2017-2018 final revenue limit worksheet*
- Your district's Oct. 15th Certification of 2018-19 General Aid from DPI*
- Your district's September membership count, including 2018 summer school*
- Your district’s 2018 Equalized Values received October 1 from Department of Revenue*

*This information will be available on the SFS Team website so districts may choose to bring a hard copy or simply access the information online while at the workshop.

REGISTER AT WWW.WASDA.ORG!

Please call the STEVENS POINT HOTEL & CONVENTION CENTER at 715/344-0200 to reserve a sleeping room for the evening of October 21.
Parents Can Make All the Difference!

By: Jerry Kember, School Perceptions Consultant

Supporting your next referendum, advancing the district’s educational program, or simply speaking positively about your schools - parents are the key to promoting and improving your district. The opposite is also true. Without their active support, it will be difficult, if not impossible, to make a positive difference in your schools. So, how can you gain their confidence and make them a champion for the future of your district? It begins with listening and learning from them.

When is the last time you asked them how they felt about the educational experience you provide their children? Without knowing the answer, planning school improvement lacks a basic understanding of what parents believe is needed. Earning parent support requires serving the needs of their children and doing so from their perspective.

It goes without saying that all modes of communication with parents can build confidence and support for the district’s mission and daily work. However, parents also need to know the district is listening to them. Every successful business is focused on improving customer satisfaction by consistently asking clients about their experience. Visiting the doctor, servicing your car, or just chatting online with a customer service representative is always followed up with a “how did we do” survey. How regularly are you asking parents about their satisfaction with your schools? It’s something today’s consumer expects wherever they are investing their time and money.

While schools don’t have the infrastructure for parents to evaluate every encounter and experience, there are comprehensive and inexpensive tools available to effectively get the job done. School Perceptions has been providing a time-tested solution for over a decade that’s used by hundreds of districts across the country and even internationally. Their parent survey not only measures support, effectiveness of instruction, and district operations, but also provides data comparing your results with districts of similar size, demographics and geographic location. Quite honestly, the questions that need to be answered in a parent survey are often the same among PK-12 schools. However, School Perception’s solution also allows customization so that initiatives or issues of immediate concern can be addressed. Parent engagement in your schools is vital to earning trust and support from your community.
Effectively communicating with parents doesn’t simply mean disseminating district information. The other half of the equation requires providing an equally good vehicle for gathering parent feedback. Then, of course, it is critical that parent input is incorporated into future plans for school improvement. When parents feel heard and their opinions valued, you will have demonstrated true commitment for meeting the needs of their children and the community as a whole. When school systems operate in this manner parents can make all the difference.

For more information contact: Jerry Kember, 262.644.4300
jkember@schoolperceptions.com

"School Perceptions was the easy choice for our district. They provided a survey for our students, staff and parents/community. They went out of their way to provide us a service that many others would have charged us exponentially more for. Beyond that, the staff at School Perceptions has been a joy to work with. From survey creation/modification to helping us create action steps and telling us frankly where we needed to work, they were consummate professionals."

Tim Joynt
Shorewood School District