Welcome to WASDA’s August edition of our online Newsletter! It is hard to believe that summer is slipping away so quickly. The WASDA staff is busy preparing for the new year. Jessica has also been very busy updating member files and processing membership dues. 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!

Registration is open for the Fall Superintendents Conference to be held September 19-21 at the Madison Concourse Hotel. Our complete calendar of events is available online.

We look forward to meeting many of this year’s new superintendents at the New Superintendents Workshop on August 1-2. Be sure to welcome them and encourage them to get involved with their state professional association.

It was also great to see so many of our members at our annual summer Legal Seminar in Door County. Be sure to mark your calendar for next year’s event at the Stone Harbor Resort in Sturgeon Bay on July 24-26, 2019.

We hope you enjoy these last few days of summer!

Wisconsin Association of School District Administrators
4797 Hayes Road
Madison, WI 53704
608/242-1090; 608/242-1290 - FAX
www.wasda.org
WASDA President’s Message
Upcoming First Year Superintendent Workshops
WASDA Executive Director’s Report
The Capitol Report - John Forester, Dir. Of Gov. Relations
Martin Richardson Obituary
50 Districts to Have New Administrators
2018 WASDA Fall Superintendents Conference
First Year Superintendents Workshop II
Fall School Finance Workshops
2019 Superintendent of the Year Process
Supporting Principal Excellence Academy
Superintendent Vacancies
WASDA Calendar of Events
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
Dear WASDA Friends and Colleagues,

Thank you to those able to attend the recent WASDA Legal Seminar in Sturgeon Bay. In addition to the opportunity to network with colleagues and perhaps enjoy some time away from the office with family and friends, attendees were once again treated to some of the very best minds regarding school legal issues in Wisconsin. We are very fortunate to have such valued resources available to us when needed. This annual gathering is one of the many professional services afforded to us as WASDA members.

Similarly, in an effort to support your work locally, you will find registration for the September 19th to 21st Fall Superintendents Conference now open via the WASDA website. The theme of this year's event, to be held once again at the Madison Concourse Hotel, is "Science and Knowledge: Best Practice for Superintendents and Boards to Advance Student Learning and Organizational Success." A recent initiative on the part of WASDA and our Executive Director, Dr. Jon Bales, is to be more pro-active in strengthening and enhancing the relationship between district leadership and school board roles in promoting student growth and the effectiveness of local boards of education. Your attendance at this event will equip you with ideas to navigate and promote governance in your school district while delineating those roles unique to the superintendent and those reserved for board oversight.

My personal hope for you is that you still have time to enjoy one last trip with family or friends or the "staycation" to get some things done around the house that will likely be left undone once a new school year begins. I would also encourage you to set aside some time for your own growth through professional reading. During my educational leadership program (now several decades ago) I had a professor proclaim that "You can't LEAD if you don't READ." That statement has remained with me years later and I still set aside time to read, for both pleasure and to keep abreast of topics in education and leadership.

One way to stay "tuned in" and to promote a professional dialogue with your colleagues is to use a book study as part of your regularly scheduled administrative leadership team meetings. I have found great value in focusing district and building leaders on a common publication and to intentionally frame discussions around the application of what has been read into our individual and collective work. If you are looking for recent works for this purpose, I would recommend for your consideration several books that have proven of value to our team in my current school district.

Included in this suggested list for your consideration are the following: Simon Senek, Start with Why (2009), Patrick Lencioni, The Advantage (2012), and Kim Scott, Radical Candor (2017). This year the chosen work will be The Power of Positive Leadership (2017) by Jon Gordon. Our leadership team meets twice each month and on our second monthly meeting agenda we intentionally schedule time to reflect upon and share how we can apply what we have learned from our reading to our varied roles in the district. This opportunity not only supports our individual and collective leadership growth, but models for others the important skills (and joy) of reading.
President’s Message continued:

My own personal leadership has been informed by some very powerful books that I have chosen to read over the years. Included are the following for your consideration as time permits: Peter Block, Stewardship: Choosing Service over Self Interest (1993) Robert Greenleaf, Servant Leadership (1977), Finding Our Way (2005) Margaret Wheatley, Wooden on Leadership (2005) John Wooden and Steve Jamison, The Element (2009) Sir Ken Robinson, and (now in its' sixth edition) The Leadership Challenge (2017) James Kouzes and Barry Posner. Perhaps some of you have similarly had your leadership positively impacted by these works. As I am always looking for a "good read" please do not hesitate to share with me some works that have shaped your own thinking and leadership practice.

Finally, I would encourage you to read a copy of the "No Time to Lose" document that has previously been disseminated and may be found by clicking on this link. You will immediately note that many findings in this work parallel the recommendations that informed the 2014 and revised 2016 SAA evidenced-based policy agenda published as "Wisconsin's PK-12 Pathway to World-Class Student Success." It should be noted that an updated version of this publication will be forthcoming soon.

You are no doubt currently gearing up for a new school year. Making final hiring determinations and developing high quality return to school learning opportunities for your staff members as you approach the onset of the 2018-2019 school year likely consume some of your time. Please do not forget, however, to take advantage of the calm before the storm and READ so that you are in a better position to LEAD. You owe it to yourself and to those you have chosen to surround yourself with in your district. I look forward to sharing time with you in Madison soon at the annual Fall Superintendents Conference.

Respectfully,

Dr. Steven M. Bloom, District Administrator
Palmyra-Eagle Area School District
WASDA President
sbloom@peasd.org

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
Executive Director’s Message  
August 2018  
Dr. Jon Bales  

Yes, It’s Already August

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.

REFERENDUM TO REALITY

Community approval of a 2016 referendum for an expansion and renovations at Slinger High School means new and improved spaces for students, staff, and the community. As school resumes this fall, the curtain will rise on the completed performing arts center—and on endless new opportunities!

MIRON-CONSTRUCTION.COM/EDUCATION

An equal opportunity, affirmative action employer.
Beaver Dam - Martin G. Richardson, 89, retired Superintendent of the Beaver Dam Unified School District, passed away peacefully, July 26, 2018.

A Mass of Christian Burial will be celebrated at 11:00 am on Saturday, August 4 at St. Katharine Drexel Parish, 511 S. Spring St, Beaver Dam by Father Michael Erwin. Burial will follow at St. Peter's Catholic Cemetery, with graveside military honors provided by the John E. Miller American Legion Post 146, followed by a luncheon at Mission Hall.

Visitation will be held Friday, August 3 from 4-7 pm at Cornerstone Funeral Service, 135 Keller Blvd., Beaver Dam, with members of the legion post invited for a walk-through at 6:00 pm. Visitation will also be held on Saturday from 10-11 am at St. Katharine Drexel Parish.

Martin was born April 12, 1929 in rural Waupun, WI, the son of George and Olga (Olson) Richardson. He graduated from Waupun High School in 1947 and completed his Bachelors, Masters, and Ed Specialist Degrees. Mr. Richardson served as the Superintendent of the Beaver Dam Unified School District from 1983 until his retirement in December of 1991. Prior to that, he was a school administrator at Beaver Dam High School, an educational administrator for the State of Wisconsin Division of Mental Hygiene, and a physics teacher in the communities of Beaver Dam, South Milwaukee, and West Allis. He also worked in industrial education and labor relations with Kimberly Clark Corporation in Neenah, WI and Memphis, TN. He was a former Executive Director of the Beaver Dam Scholarship Foundation, and a member of the American Legion and St. Katharine Drexel Catholic Parish.

Mr. Richardson was an officer in the U.S. Army, the Wisconsin National Guard, and the Army Reserve achieving the rank of Lt Colonel. He served on active duty with the Wisconsin National Guard 32nd Division during the Berlin Crisis and was an operation officer mobilization designee with the United States Armed Forces Command Headquarters at Atlanta, GA.

Martin is survived by his wife of 30 years, Jan of Beaver Dam; daughters, Dr. Kathleen (Michael) Gallagher, Menomonee Falls, WI and Lori (Dr. Glenn) Albin, Stillwater, MN; son, William (Kathy) Richardson, Combined Locks, WI; step-sons, Dan (Karen) Braemer, Beaver Dam, James (Chris) Braemer, Beaver Dam; grandchildren, Katie and Dr. Kristie (Jeremy Chaudet) Albin, Martin (Jenna) and Sarah Richardson, Dorit, Andrea and Isabel Gallagher, Nick Keel, Jordan (Aaron) Barthuly, D.J. (Stacie) Braemer, Cody (Tayla) Braemer and Jayme (Shawn) Lemon; nieces, nephews, other relatives and friends.

He was preceded in death by his wife, Loretta (Fenelon) Richardson; grandson, David Richardson; his mother and father; sisters, Jean Kohl and Dorothy Staehling of Waupun; and brother, David Richardson of Beaver Dam.

Martin was committed to a life of service and proud of helping students. He felt great reward from serving Beaver Dam’s educational system. He enjoyed traveling, camping and a great political discussion, but his greatest joy in life was spending time with his children and grandchildren.

If desired, memorials are suggested to the Beaver Dam Scholarship Foundation, where a scholarship in Martin's name has been established, or to American Legion Post 146.

Cornerstone Funeral & Cremation Services is honored to be serving the family. You may send private condolences or sign the family's guest book at www.cstonefs.com.
Imagine

A Resource That Helps You Put Your District First

The Baird Video Library offers more than 100 school finance videos that are short, interactive and easy to understand. So you can spend less time asking How? and more time asking What if?

Baird’s School Business Solutions Team
414-298-2324
schoolbusinesssolutions@rwbaird.com
bairdvideolibrary.com

Want to become an expert on Wisconsin school finance? Check out the Baird Video Library!
50 DISTRICTS TO HAVE NEW ADMINISTRATORS

According to the records in the WASDA office as of July 31, 2018, 50 school districts in Wisconsin have or will have a new chief school district administrators for the 2018-19 school year. Of the 50 districts that will have new superintendents, 37 will have superintendents that will be classified as either beginning superintendents or as superintendents new to the state of Wisconsin. The remaining 13 will have chief school district administrators that have moved from one district in Wisconsin to a different school district in Wisconsin, are still listed as vacant or have an interim administrator.

Below is a listing of the school districts that have either a beginning administrator this year or an administrator new to the state of Wisconsin, an administrator that moved from one district to another this year, as well as the names of the districts that were still vacant at the time this WASDA Newsletter was published. PLEASE NOTIFY JESSICA AT THE WASDA OFFICE - jschwedrsky@wasda.org - WITH ANY ADDITIONAL ADMINISTRATOR CHANGES OR CORRECTIONS!

*Beginning/New Administrators
I - INTERIM Administrators

<table>
<thead>
<tr>
<th>School District</th>
<th>New Administrator</th>
<th>Location</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albany</td>
<td>William Trow*</td>
<td>Melrose-Mindoro</td>
<td>Brad Ebert*</td>
</tr>
<tr>
<td>Alma</td>
<td>Rob Stewart*</td>
<td>Menomonie Falls</td>
<td>Corey Golla*</td>
</tr>
<tr>
<td>Altoona</td>
<td>Ron Walsh (I)</td>
<td>Milwaukee</td>
<td>Keith Posley*</td>
</tr>
<tr>
<td>Antigo</td>
<td>Julie Sprague*</td>
<td>Mineral Point</td>
<td>VACANT</td>
</tr>
<tr>
<td>Arcadia</td>
<td>Lance Bagstad*</td>
<td>Mishicot</td>
<td>Paul Orlich*</td>
</tr>
<tr>
<td>Argyle</td>
<td>Mike Beranek*</td>
<td>Oshkosh</td>
<td>Vickie Cartwright*</td>
</tr>
<tr>
<td>Ashland</td>
<td>Erik Olson</td>
<td>Peshtigo</td>
<td>Patrick Rau</td>
</tr>
<tr>
<td>Ashwaubenon</td>
<td>Kurt Weyers*</td>
<td>Plum City</td>
<td>Amy Vesperman</td>
</tr>
<tr>
<td>Auburndale</td>
<td>Dean Sanders (I)</td>
<td>Portage</td>
<td>Margaret Rudolph*</td>
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<tr>
<td>Beloit</td>
<td>Don Childs (I)</td>
<td>Racine</td>
<td>Eric Gallien*</td>
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<tr>
<td>Benton</td>
<td>Todd Bastian*</td>
<td>Raymond #14</td>
<td>Steve Harder*</td>
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<tr>
<td>Bonduel</td>
<td>Joe Dawidziak</td>
<td>Rib Lake</td>
<td>Rick Cardey*</td>
</tr>
<tr>
<td>Cadott</td>
<td>Jennifer Starck*</td>
<td>Rio</td>
<td>Craig Vetter*</td>
</tr>
<tr>
<td>Central/Westosha</td>
<td>Milt Thompson (I)</td>
<td>Sheboygan</td>
<td>Seth Harvatine*</td>
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<tr>
<td>Chequamegon</td>
<td>Mark Weddig*</td>
<td>Shullsburg</td>
<td>Mark Lierman*</td>
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<tr>
<td>Delavan-Darien</td>
<td>Jill Sorbie* (I)</td>
<td>Stanley-Boyd</td>
<td>Jeff Koenig*</td>
</tr>
<tr>
<td>Denmark</td>
<td>Luke Gorel*</td>
<td>Superior</td>
<td>Amy Starzecki*</td>
</tr>
<tr>
<td>Eleva-Strum</td>
<td>Cory Kulig*</td>
<td>Twin Lakes</td>
<td>Christine Anderson*</td>
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<tr>
<td>Elmwood</td>
<td>Glenn Webb*</td>
<td>Washington Island</td>
<td>Sue Cornell*</td>
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<tr>
<td>Iowa-Grant</td>
<td>Stephanie Hubbard*</td>
<td>Waupun</td>
<td>Steven Hill*</td>
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<tr>
<td>La Farge</td>
<td>VACANT</td>
<td>Wausau</td>
<td>Keith Hils</td>
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<tr>
<td>Linn Jt. 4</td>
<td>Alyssa Andersen*</td>
<td>Wautoma</td>
<td>Tom Rheinheimer*</td>
</tr>
<tr>
<td>Lake Holcombe</td>
<td>Joni Weinert (I)</td>
<td>Wauzeka-Steben</td>
<td>Gary Albrecht (I)</td>
</tr>
<tr>
<td>Marshall</td>
<td>Daniel Grady*</td>
<td>West Bend</td>
<td>Don Kirkegaard*</td>
</tr>
<tr>
<td>Marshfield</td>
<td>Ryan Christianson*</td>
<td>Westby</td>
<td>Steven Michaels*</td>
</tr>
</tbody>
</table>

Also, Fries Lake & Richfield consolidated to become Holy Hill Area School District - Tara Villalobos, Supt.
Science and Knowledge: Best Practice for Superintendents and Boards to Advance Student Learning and Organizational Success

September 19-21, 2018
Madison Concourse Hotel

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 EVER’S 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
Employee retention is a problem. Here’s how you hold on to the keepers.

The employee pool in Central Wisconsin is shrinking. The competition to find and retain good employees is heating up and companies are swimming in circles in search of ways to hold on to their workforces. That means health plans and benefits packages have never been a more important part of the equation. Learn how we help you keep more of the people you want.

Replace worry with security. Call 877.756.4150
WASDA FIRST YEAR SUPERINTENDENTS ACADEMY
WORKSHOP II

Sponsored by

BAIRD

WEDNESDAY, SEPTEMBER 19, 2018
CONCOURSE HOTEL - MADISON

PROGRAM

7:30 a.m. REGISTRATION/CONTINENTAL BREAKFAST

8:00 a.m. FIVE LEVERS TO IMPROVE LEARNING
Dr. Rickabaugh will provide a powerful framework to ensure schools are engaged in the work most likely to develop capacity of the organization and result in improved student learning.
Dr. James Rickabaugh

9:00 a.m. MEANINGFUL COMMUNITY ENGAGEMENT
We know the importance of a meaningful relationship between a school district and the communities it serves—the vision and values of how student’s are educated need to be clear and aligned. This session will overview a spectrum of methods for public participation and provide specifics of a highly collaborative approach called a “Future Search.”
Drew Howick, Howick Associates

10:00 a.m. BREAK

10:15 a.m. OPEN MEETINGS LAWS AND OTHER LEGAL TIPS NEW SUPERINTENDENTS NEED TO KNOW
Avoid legal entanglements for yourself and the board with fundamental legal tips offered by Kirk Strang.
Attorney Kirk Strang, Strang, Patteson, Renning, Lewis & Lacy, s.c.

11:15 a.m. FINANCIAL MANAGEMENT HINTS: WHAT TO MONITOR AND WHAT TO COMMUNICATE TO THE SCHOOL BOARD
What questions do astute superintendents ask the business manager and bookkeeper? What data should be monitored on a regular basis? What information do boards of education typically want and need to know? Presenters from the Baird School Business Solutions Team will give insight for effective financial management.
Robert W. Baird & Co. School Finance Team

12:15 p.m. LUNCH - Networking Opportunity with the WASDA Board and Overview of SAA by John Forester
1:15 p.m.  FINANCE EDU CAMP  
Bring your finance questions and dilemmas to tap the expertise of Baird representatives during this interactive networking and problem solving opportunity.
Robert W. Baird & Co. School Finance Team

2:00 p.m.  REFLECTION - To what degree has the Academy affected thinking and practice thus far?

2:15 p.m.  DEFINING SUPERINTENDENT EVALUATION  
A successful superintendent evaluation process depends on clear expectations, mutually understood criteria and effective communications. Use the ideas presented by Jon Bales to ensure your evaluation process is defined now, not after the fact, to best position you for success.
Jon Bales, WASDA Executive Director

3:00 p.m.  ADJOURN

REGISTER AT WWW.WASDA.ORG!
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.*
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.
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 Sate 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:
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bfutrell@aasa.org
SUPPORTING PRINCIPAL EXCELLENCE:  
PROFESSIONAL GROWTH COACHING  
FOR LEADERS ACADEMY  

Presented By  
WASDA & AWSA

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 covers attendance for all four dates.

REGISTER AT  
WWW.WASDA.ORG
Your students deserve the best. The best teachers. The best programs. The best facilities. Hoffman will help you create the best learning environment for your students to thrive and grow.

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

Visit us at hoffman.net
MARK YOUR CALENDAR!

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!

DOWN TOWN HOTELS:

MADISON CONCOURSE HOTEL - 1-800-356-8293
(Room block deadline is AUGUST 19.)
MADISON MONONA TERRACE HILTON HOTEL - 1-866-255-5100
AC HOTEL BY MARRIOTT MADISON DOWNTOWN - 608-286-1337
THE EDgewater - 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

Register today at www.wasda.org!