Welcome to WASDA’s September edition of our online Newsletter! Here we go! It is Fall—a time of the year that has the WASDA staff hopping from one event to the next starting with the Fall Superintendents Conference WASDA will be presenting with the State Superintendent of Public Instruction in Madison, September 19-21, at the Madison Concourse Hotel. We are looking forward to seeing many of you at this event.

Also, a reminder that registration is open for the annual WASDA Fall Regionals. Be sure to check out the program and attend the regional scheduled for your area.

Registration is also open for the annual School Finance Workshops and the WASSA Fall Workshop. A complete listing of all WASDA events can be found at www.wasda.org.

It’s going to be another busy year! We look forward to seeing you at many of our upcoming events.
SEPTEMBER 2018
WASDA E-NEWS

WASDA President’s Message
WASDA Executive Director’s Report
The Capitol Report - John Forester, Executive Director
Gale Ryczek Obituary
Fall Superintendents Conference
Thank You WASDA Business Partners
First Year Superintendents Workshop II
2018 Fall Regional Agenda
2018 Fall School Finance Workshops
2018 WASSA Fall Workshop
Supporting Principal Excellence Academy
What Are They Sayin’ Out There?
Starting a Makerspace
Superintendent Vacancies
WASDA Calendar of Events

www.wasda.org
Dear WASDA Friends and Colleagues,

I hope that the start of a new school year for each of you is eventful for all of the right reasons. There is no feeling like the first day of a new school year - full of great anticipation and excitement. As you have likely oriented your newest staff members to your district we also welcome new superintendents to WASDA. As recently as one month ago 50 Wisconsin public school districts have or will have a new leader at the helm. Of those, most are either new to the position as superintendent or have relocated to a Wisconsin district from another state to serve as district administrator. A very special welcome to those new to the position and new to Wisconsin.

School leaders are, by choice and necessity, lifelong learners. Jordan Peterson (author, *12 Rules for Life: An Antidote to Chaos, 2018*) has been quoted as saying, "Remember that what you do not yet know is more important than what you already know." Similarly, an unknown source once observed "if you don't know what you don't know, how can you know what to learn?" For those of you who scheduled to attend the Annual Fall Superintendent Conference in Madison I have no doubt that your presence will help you to learn some things that you did not previously know and that such new insights will position you to better know what you have yet to learn. Our growth as school district leaders is on-going and continuous regardless of the number of years served in the position. If you have yet to register, please review the dates and speakers and consider joining your colleagues for new learning and continued networking opportunities.

As a beginning principal many years ago, I was drawn to the written work of Roland Barth. Barth, founding director of the Harvard University Principal's Center, often referred to the key role of the building leader as "Head Learner." His message was quite clear - leading without learning was not possible and the modeling of learning was a key role of the principal. I feel strongly that the same reasoning in this day and age in public schools applies to our roles as district administrators and superintendents as well. To this day, the engraved plastic plate above my office door proclaims 'Head Learner,' not my given name or title. Again, regardless of whether you are a new superintendent or a veteran of many years at no time have we "seen it all." Hopefully, your time in Madison will better prepare you when something new comes your way.

I hope that you will also be able to take time to attend the WASDA Regional Meeting in your immediate area. As you may be aware, our organizational Mission Statement since 201 has been "to serve as the premiere collaborative educational leadership association, serving superintendents by providing professional support and expanding their capacity to be effective, innovative leaders." The Regional Meetings are made available to you in an on-going effort to be supportive of your work as a school leader. The format will once again provide several presentations on pertinent legal matters, include a look ahead at potential legislative matters and, of course, present a networking opportunity for you to share time with friends and colleagues.

*Continued, next page.*
PRESIDENT'S MESSAGE CONTINUED:

Being out of the office takes a concerted effort. I hope that you all have the right people in place during your absence. It is my belief that your time away better prepares you to anticipate, respond to, and proactively address those matters that come your way when you return to the office.

I hope to see you all in Madison, as well as in various parts of the state for the annual Fall Regional Meetings.

Respectfully,
Dr. Steven M. Bloom, District Administrator
Palmyra-Eagle Area School District
WASDA President
sbloom@peasd.org
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!
Executive Director’s Message
September 2018
Dr. Jon Bales

“September..And We’re Off!”

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.

84% of employees want financial wellness programs.
...Only 18% of employers currently offer them.*

FINANCIAL EDUCATION FOR YOUR EMPLOYEES... AT NO COST TO YOU.

Member Benefits provides FREE financial education for your staff. Just ask to speak to a Worksite Benefits Consultant to get started.

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*Source: PLANSPONSOR
GALE P. RYCYZEK

Gale P. Ryczek, 70, passed away at home surrounded by his loving family on Thursday, August 30, 2018. Born in Portage, WI on April 1, 1948, he was the son of Bernard and Lucille (Delmore) Ryczek. Gale was raised in Lyndon Station and graduated from Madonna High School in 1966. He furthered his education with a Bachelor of Science degree from UW-Whitewater, followed by a Master of Science degree from Northern Illinois University. He then went on to obtain a Certificate of Advanced Studies in Administrative Leadership.

On December 26, 1970, Gale married Mary Koehler, his college sweetheart, in Beloit, WI, and they had three sons.

In 1972, Gale began to fulfill his lifelong passion of teaching and coaching at Hiawatha High School in Kirkland, IL. The Ryczek family moved to Salem in 1975 when Gale became the guidance counselor and later the Director of Pupil Services at Salem Grade School. During his 11-years at Salem, Gale developed the guidance, special education, and summer school programs. Reek Grade School in Lake Geneva was an important milestone in Gale’s journey, serving as their administrator for 1-year before settling into his role as administrator at Bristol Grade School where he would eventually retire in June 2016. During his time at Bristol, he taught as an adjunct instructor in the Educational Leadership Department at National-Louis University, where he focused on courses specific to graduate level students studying to become principals.

Also important to Gale’s role as an educator was teaching our youth how to drive safely through his instruction as a Driver’s Education teacher. He also played a big role in the D.A.R.E program and educating on the dangers of using drugs.

Gale was dedicated to his community. One of his most notable accomplishments included establishing and directing the original t-ball, softball, and soccer summer leagues in our community. He established the Westosha Area Sports League, which provided organized sports for children in Kenosha County at a time when these opportunities did not exist. He was further devoted to the Jaycees, Kiwanis, and the coaching of summer soccer, Lakeland Little League, and the Babe Ruth League. In addition, he served on the Salem Town Planning and Zoning Board, the Wisconsin Association of School District Administrators, and served for 6-years on Salem Grade School’s school board as well as 17-years on the Westosha Central High School’s Booster Club. For the past 43 years, Gale and Mary Ryczek have been members of Holy Cross Catholic Church in Wilmot.

Gale truly loved sharing deer hunting season with his boys and the bonding and comradery shared up north with his family and friends. For many years he enjoyed playing fastpitch softball, co?ee clutching with his buddies, and seeking lost golf balls for his enormous collection.

Gale is survived by his wife, his sons Kevin, Steve (Jennifer), and Jeff and his grandchildren Madeline, Jaxson, and Ava. He is further survived by his mother and brother Greg (Donna), nieces and nephews, as well as his canine grandson, Chevy. He was preceded in death by his father and his brother Je?rey.

Gale lived a life of dedication to his family and friends and was guided by his purpose in life to provide the environment in which children could learn and grow. When recently asked what advice he wanted passed along to his grandchildren, he simply said, “Be kind, and look out for each other.”

A remarkable life. A remarkable man.

Visitation will be held on Saturday, September 8th from 11:00am - 3:00pm at Bristol Grade School 20121 83rd St. Bristol, WI 53104. A prayer service will commence at 3:00pm. Gale will be laid to rest in the South Bristol Cemetery during a private burial. Donations can be mailed to P.O. Box 118, Salem, WI 53168 made payable to the “Gale Ryczek Memorial Fund” and will be utilized to further enrich the lives of children. Online condolences Haaselockwoodfhs.com. The Haase-Lockwood & Associates Funeral Home of Twin Lakes, WI. is assisting the family.

Donations may be made to: Gale Ryczek Memorial Fund, P.O. Box 118, Salem WI 53168.
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*

4. **Educator Preparation and Licensing Under the New PI 34**  
After a year-long process, the rewritten administrative code chapter on educator preparation and licensing (PI 34) is now in effect. We will look at what has changed, implementation timelines, and what has stayed the same. There will be time for questions.  
*Presenter: David DeGuire, Assistant Director, Teacher Education, Professional Development and Licensing, DPI*

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. **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, and Jeff Dickert, CESA 7*

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

3. 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

4. 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

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
If you have a question about your health care, you know where to find us.

This is our state and our town. We were born here. We live here. You see us at soccer games and weddings and the PTA. We work here to make health care more affordable and better for companies and their employees. We have plans that feature doctors from Marshfield Clinic Health System, Mayo Clinic Health System, and other high-quality providers. Want to make health insurance worry free? We’re here, and we’re ready to help.

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Notice of nondiscrimination
Security Health Plan of Wisconsin, Inc., complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, disability, age, sex, gender identity, sexual orientation or health status.

Limited English proficiency language services
A SPECIAL THANK YOU TO THE FOLLOWING WASDA BUSINESS PARTNERS FOR SUPPORTING THE 2018 FALL SUPERINTENDENTS CONFERENCE

#SOCIALSCHOOL4EDU - (Bronze Level Thursday box lunch)
ABM EDUCATION - (Bronze Level Friday breakfast)
BLUEPRINT FOR EDUCATION
BOARDWORKS EDUCATION
CG SCHMIDT - (Bronze Level Thursday reception)
CODE TO THE FUTURE - (Bronze Level Thursday reception)
DELTA DENTAL OF WISCONSIN - (Silver Level Wednesday reception)
DEMCO
DREAMBOX LEARNING INC.
EPPSTEIN UHEN ARCHITECTS
FGM ARCHITECTS
FORECAST5 ANALYTICS
GRANT SPECIALIST USA, INC. - (Bronze Level Thursday Breaks)
J.H. FINDORFF & SON INC.
JP CULLEN
KRAEMER BROTHERS, LLC
MIRON CONSTRUCTION
NATIONAL INSURANCE SERVICES
NEOLA
NEXUS SOLUTIONS - (Silver Level Thursday breakfast)
PERFORMANCE SERVICES - (Gold Level Thursday reception)
PMA FINANCIALNETWORK, INC.
RACHEL WIXEY & ASSOCIATES LLC
RENAISSANCE LEARNING
SKYWARD
WEA MEMBER BENEFITS - (Silver Level Thursday breaks)
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](http://WWW.WASDA.ORG)!
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Description</th>
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<tr>
<td>8:00 - 8:30</td>
<td>REGISTRATION</td>
<td>Continental Breakfast and Networking</td>
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| 8:30 - 8:45  | WELCOME AND ORIENTATION TO THE DAY               | Steve Bloom, President, WASDA  
Jon Bales, Executive Director, WASDA                                                                                                                                                                                                                                                                                                                              |
| 8:45 - 10:15 | LEGAL COUNSEL FOR SUPERINTENDENTS                | Attorneys at Strang, Patteson, Renning, Lewis & Lacy, s.c. will provide pertinent and timely counsel in critical areas of Superintendent professional practice. Topics will include a variety of current legal issues of interest to public schools, including board conduct and policy, personnel management, student conduct, social media, community engagement, and school safety. The underlying theme will be an emphasis on the reality that in every scenario, the best policy … is to have good policy. |
|              |                                                   | The attorneys will provide a general school law update, with the latest legal information of interest to Superintendents on a variety of subjects, including important recent legislation. This program not only will discuss legal developments, but will also address strategic considerations, compliance issues, and policy development parameters for Superintendents. You will receive essential legal information and strategies to share with your boards of education and administrative teams.  
*Attorneys from Strang, Patteson, Renning, Lewis & Lacy, s.c.*                                                                                                                                                                                                                                                                                                     |
| 10:15 - 11:30| ROUNDTABLE ON CURRENT LEGAL CHALLENGES           | Attorneys will facilitate discussion and give guidance to Superintendents concerning common legal challenges they face in current practice. Topics may include difficult employee discipline and termination, statutory or procedural violations by board members and public challenges to programs and services offered to students. Join your colleagues for this informative individually relevant segment of our program! |
| 11:30 - 12:15| LUNCH                                            |                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 12:15 - 12:35| REACHING OUT TO EDUCATORS                        | The session will focus on how WREA members can reach out to support schools/districts/educators to be effective in today's educational environment. Collaborative efforts will be shared and discussed. Samples of resource materials will be available.  
*Diane Wilcenski, Executive Director, WREA*                                                                                                                                                                                                                                                                                                                   |
| 12:35 - 2:00 | WHAT'S NEXT IN ADVOCACY? SAA POLICY DEVELOPMENT   | John's session will engage members in a review of the updated SAA Evidence-Based Policy Agenda. This agenda will form the foundation of SAA's legislative advocacy for 2018-2019. In addition to this larger agenda, John will seek WASDA member input on developing policy ideas and positions for SAA to pursue for the remainder of this legislative session and beyond.  
*John Forester, Executive Director, School Administrators Alliance*                                                                                                                                                                                                                                                                                        |
| 2:00         | WRAP UP                                          | Jon Bales, WASDA Executive Director                                                                                                                                                                                                                                                                                                                                 |
GETTING SCHOOL FINANCE RIGHT:  
FROM THE BUDGET TO THE LEVY

THURSDAY, OCTOBER 18, 2018 - WASDA SCHOOL LEADERSHIP CENTER - MADISON
MONDAY, OCTOBER 22, 2018 - HOLIDAY INN- STEVENS POINT
9 a.m. - 2 p.m.

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.
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THURSDAY, OCTOBER 25:

9:00-11 a.m. WASSA ADVISORY COMMITTEE MEETING

12:00 p.m. REGISTRATION

1:00 p.m. WELCOME - Jon Bales, Executive Director, WASDA, and WASSA Advisory Committee Chair

1:15 p.m. Responsibilities Regarding "Special" Meetings Involving the School Board and School District
Attorney Shana Lewis of Strang Patteson Renning Lewis & Lacy, s.c., will cover the mechanics of
posting notices, running the meeting, taking minutes, and maintaining records for "special" meetings
involving the school board and/or school district, including, but not limited to, special board
meetings, annual meetings of the electors, special meetings of the electors, school board
organizational meetings, school district reorganization (attachment and detachment) meetings,
budget hearings, student expulsions, negotiations meetings, and employee termination and contract
non-renewal hearings/meetings.

Attorney Shana Lewis, Strang, Patteson, Renning, Lewis & Lacy, s.c.

2:30 p.m. BREAK

2:45 p.m. CONFIRMING WASSA’S PURPOSE ON BEHALF OF ITS MEMBERS
An effective association knows why it exists and seeks to fulfill its purpose. This session will be
an opportunity for WASSA members to reaffirm the purpose of their association and to shape
strategies to achieve that purpose. Everyone’s voice is important to this process to identify the
values and priorities of WASSA and set standards for achieving its priorities on behalf of the
members it serves. Don’t miss your opportunity to participate directly in this process.

Facilitated by Jon Bales, WASDA Executive Director

4:30 p.m. Free time

5:00 p.m. Take Trolleys to Fawn Creek Winery

5:30 p.m. Arrive at Fawn Creek

6:15 p.m. Dinner & Presentation
Leading and Managing
The contrasts and similarities of the role of the Executive Assistant in both the public sector and
private business. What is required for the best outcomes?

Diana Hanson, Co-Owner, Fawn Creek Winery & Executive Assistant to the Superintendent &
School Board, School District of New Berlin

8:00 p.m. Return to Great Wolf Lodge
FRIDAY, OCTOBER 26:

7:30 a.m.  BREAKFAST

8:15 a.m.  ELECTION ADMINISTRATION GUIDANCE FOR SCHOOL DISTRICT OFFICIALS
Wisconsin Elections Commission Staff will present an overview of school district canvassing procedures, and other selected election administration topics applicable to local elections, such as key election dates for school districts, posting notices, who is responsible for the cost of elections and the timeline for the destruction of election materials. Commission staff will also provide a general review of election recounts, recall procedures and school district referenda.
Wisconsin Elections Commission

9:30 a.m.  BREAK

9:45 a.m.  SECTIONALS

1. Records Retention in a School District Setting
School districts generate an enormous amount of records that may or may not need to be retained for a specified period of time. This session will cover what constitutes a “record” for retention purposes, basic retention requirements for pupil, personnel, and board records, and strategies for ensuring that the district complies with the relevant retention requirements.
Ben Richter, Staff Counsel, WASB

2. The Right WISE Tool for the Right Time
This session will give you a better understanding of the various WISE suite components, including WISEdata and WISEdash, and how they interact. We will take a deeper look at WISEdash features and how to best use the WISEdash tools for analysis and decision making. Learn how all the WISE tools fit into your local software systems and how using them can improve the educational experience at your schools.
Gabrielle Koontz, Technical Writer, WI Department of Public Instruction

3. Wisconsin Department of Justice School Safety
The purpose, status, functions, collaboration, legal updates and resources/training of the Office of School Safety will be discussed.
Susan Whitstone, Program and Policy Analyst Advanced, Office of School Safety, Wisconsin Department of Justice

10:45 a.m.  BREAK

11:00 a.m.  REPEAT SECTIONALS

12:00 p.m.  CONFERENCE ADJOURNS

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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
So, What Are They Sayin’ Out There?

By: Jerry Kember, School Perceptions Consultant

You have invested a lot of time creating and implementing a communication plan for your school district. It’s no secret that earning the trust of your constituents is fundamental to making a positive difference in your schools and a comprehensive communication plan is a key component. Let's face it, soon you will need to ask the community (once again) to support your district through an operating or capital referendum – or maybe both. Unless those in your community hold a positive view of how well your schools address the needs of their children, you could be facing an uphill battle. No one wants to invest in an unsuccessful or unproductive organization.

You’ve created numerous press releases and many of them have been published in the local news. However, research tells us that word of mouth is still what people believe and value the most. So, what is the public hearing from your employees and who do they believe the most? Jamie Vollmer is a well-known advocate for our public schools. He’s studied the challenges today’s educators face, written several books on the subject and is a frequent keynoter at state and national education conferences. Jamie tells his audiences that the public trusts teachers more than they trust administrators, but that’s not the end of the story. He goes on to say that the public trusts the school’s custodians, secretaries, food service workers, and bus drivers more than they trust teachers. After all, these are the folks who, as Jamie says, “know where all the bodies are buried.” And when these employees share their experiences and views, the words they use are unfiltered. The blatant truth is spoken at the grocery store, neighborhood gatherings, church and throughout their social circles. So, what are they saying and how can you better know “the word on the street?”

Bill Foster, owner of School Perceptions, will tell you this: "all the press releases in the world can’t overcome what your staff is saying." Bill’s company, School Perceptions, offers an effective and inexpensive tool to uncover the real sentiment of your staff. For over a decade, School Perceptions has conducted thousands of surveys of school employees across Wisconsin, as well as nationally and internationally. For the school administrator that wants to know the beliefs and perceptions of their staff, there isn’t a better measure available. The School Perceptions Staff Engagement Survey will not only provide the answers, it will also tell you how your staff responses compare to school districts of similar size, demographics, and location. With this information, you will know how well your employees believe your schools are meeting the needs of the community’s children. The full range of academics, operations, and relationships within your district are
explored in depth. You can also customize your survey to specifically address immediate concerns or gain feedback on new or planned initiatives. Perhaps for the first time as district administrator, you will know the strengths and areas needing improvement from the perspective of staff. Information that is vital to any and all future planning.

What are your chances of passing a future referendum? How do you know that your staff is sharing a message in the community that promotes a positive outcome? Other than your personal views and those of your immediate associates, how do you know what the community believes is most needed to improve their schools? Before putting anything in front of voters in a future election, you need to know the answers. Prior to entering another cycle of school improvement planning, examining the beliefs and attitudes of your staff would be basic information to know.

Understanding public opinion has always been fundamental to making progress. Abraham Lincoln is quoted as saying “Public sentiment is everything. With public sentiment, nothing can fail; without it, nothing can succeed.” So, what are they saying out there? Contact us at School Perceptions and we will do the work so you can easily find out.

For more information contact: Jerry Kember, 26.644.4300
jkember@schoolperception.com

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Starting a Makerspace: 5 Things Every Administrator Needs to Know

by Dr. Jacie Maslyk

Editor’s Note: This article originally appeared on Demco’s Ideas and Inspiration Blog.

Makerspaces are popping up in schools and libraries across the country. This exciting trend presents opportunities for hands-on learning and active student engagement through design, engineering, tinkering and repurposing.

As these new learning spaces are being designed and implemented, many school administrators are leading the charge for creativity and innovation. For others, the thought of a makerspace can be challenging. The design, training and management of effective makerspace learning requires time and energy, adding more onto the plates of busy school leaders and staff.

As an administrator who has spearheaded new makerspaces in two different school districts, I’ve come to realize five important lessons that every school leader and district administrator needs to know about making. If you’re an administrator, you can use these lessons to support the learning happening in your makerspace, and if you’re a teacher or librarian, you can share them with your own administrators to help garner their support.

1. Messy Learning Is Good Learning!
The idea of the orderly classroom being the most effective classroom is no longer applicable. Makerspaces are active learning spaces where students have the freedom to create new things using tools such as hot glue guns, paint, cardboard, LEGO® pieces, robotics and hundreds of other materials. This may trigger an image of a busy workshop or a messy art studio; however, even though these innovative learning spaces are often unconventional, they include the excited voices of makers and the valuable conversations that happen when creativity is ignited.

School leaders have to remember that messy learning is good learning. When students deconstruct, build and create, their imaginations are activated. This type of learning and this type of environment are not neat and organized — there will be spills and disarray. If you are a neat freak, take a deep breath and accept that the learning in your makerspace will be enriching and meaningful for students (and teachers).

2. Give Permission
In my book, *STEAM Makers: Fostering Creativity and Innovation in the Elementary Classroom*, I share a story about a teacher who expressed the importance of feeling like she had permission to try new things. Uncertainty and failure are huge risks for teachers to take in the makerspace, and as administrators, we need to support their freedom to take these risks. Somehow we have lost that component of learning: the productive struggle and persistence that comes when you attempt something challenging. Teachers need to hear that it’s okay to try something new — even if it fails.
Leaders, encourage your teachers to take the leap. Let them know that your school culture values risk-taking in the makerspace and in the classroom. Support your teachers’ steps towards innovation, and provide them with the tools they need to be successful.

3. Be a Learner
As leaders, we need to model what it means to be an active and engaged learner. I know that “lifelong learner” is a bit of a buzzword, but it’s an accurate description of a quality we want to instill and nurture in our students. In a makerspace, the learning is never-ending. There is always a new skill to learn, a new person to connect with or a new challenge to tackle. If we want the students and teachers in our schools to fuel their curiosity, then we need to jump right in and get involved.

Don’t know how to code? Visit the library makerspace and learn alongside the students. Interested in LED wearables but aren’t sure where to get started? Pull up a chair and learn with your students. Principals, curriculum directors, superintendents — I mean you! Learn with your students and teachers.

Leaders — let your guard down. Be vulnerable and show those in your school community that being a leader doesn’t mean knowing how to do everything. It means accepting that learning new skills is a part of the job and that it’s important to share with others.

4. Think Creatively About Resources
Sadly, makerspaces do not come with unlimited resources. School leaders need to consider how they will fund and restock their space. But remember that resources aren’t simply the “stuff”; they also include people, programs and partnerships that can support student learning in your makerspace. Ask yourself and your staff the following questions to help find resources:

- Are there community members who will donate tools and materials?
- What skills and expertise can parents share in the makerspace?
- Who might you partner with to support the growth of your maker learning?
- Are there organizations or companies that would be willing to partner with you or donate to maximize learning?

Whether your makerspace will be housed in a classroom, in a library or on a cart, it is important to consider the logistics of managing maker learning. Who might take on these roles? Here are some possibilities:

**Learning Facilitator:** Some schools have a facilitator or librarian who has the expertise to support making. Other schools encourage classroom teachers to take ownership of the space.

**Maker Manager:** Who will manage the materials in your makerspace? Is this a group effort? Do students have a role? Who ensures that things are restocked and cleaned up for other makers? Where are materials stored and organized? School leaders need to determine what this will look like in their space.

**Imagination Engineer:** Creative learning happens in the makerspace. Sometimes this is student-generated with projects and ideas coming from student interests and passions. Teachers may also generate ideas that are connected to curriculum. School leaders may want to have someone to organize lessons or project ideas to be shared district-wide. This may be in the form of a shared Google Doc or a website to share maker learning with others.

As a school leader, consider ways you can leverage learning in your school community by using local resources. You can also use social media to tap into global resources and connections from your learning networks.
5. **Take Time to Celebrate!**
Support the work within the makerspace by championing the learning that happens there. Celebrate the creativity and innovation of your students in the same ways you celebrate academic and athletic accomplishments. Shine a light on the work of your young designers and engineers. Make time to celebrate the failures (aka learning opportunities) and successes. This can happen in a number of ways:

- Display makerspace projects throughout the school.
- Plan an event that engages parents and community in the joy of making, such as a [Maker Fest](#).
- Promote the making that happens in your space through Twitter, Facebook and Instagram, as well as in your newsletters and on your website.

The maker movement is continuing to grow in schools. School leaders and district administrators can do a lot to support this learning for teachers and students. If you are just getting started with making or if your makerspace is already in full swing, consider the ways that you will foster the innovation and creativity happening in your space.

**Author Bio**

**Dr. Jacie Maslyk**

As a connected educator and established school and district leader, Dr. Jacie Maslyk has served as a teacher, coach, principal, curriculum director and assistant superintendent. She has presented at the state, national and international levels, including FETC, ILA and NAESP. An invited keynote speaker, Dr. Maslyk also consults with school districts looking to implement innovative practices in their schools.

A published author, Dr. Maslyk has written articles on the maker movement, STEAM education, instructional technology, leadership and literacy. In 2015 she received the Frank S. Manchester Award for excellence in journalism. She is the author of STEAM Makers: Fostering Creativity and Innovation in the Elementary Classroom, as well as a chapter in the upcoming EduMatch Publishing book on makerspaces. Dr. Maslyk is currently writing a book on unlocking creativity in the classroom.

**2018 WASDA REGIONALS**

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
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<tbody>
<tr>
<td>October 16</td>
<td>Quality Inn - Rhinelander</td>
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<tr>
<td>October 17</td>
<td>Comfort Suites - Hayward</td>
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<td>October 31</td>
<td>Holiday Inn South - Eau Claire</td>
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<td>November 1</td>
<td>Holiday Inn - Stevens Point</td>
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<td>November 5</td>
<td>Holiday Inn Pewaukee Waukesha - Pewaukee</td>
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<tr>
<td>November 6</td>
<td>Ramada Inn - Richland Center</td>
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<tr>
<td>November 16</td>
<td>Hyatt/KI Convention Center - Green Bay</td>
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