Welcome to WASDA’s October edition of our online Newsletter! We hope that you all had a great first month of school.

From the comments we received during the Fall Superintendents Conference, the conference was a success. Thank you to all of you who were able to attend this event. Almost 300 superintendents, along with over thirty-five of the WASDA Business Partners, attended this year’s conference. Mark your calendars for September 18-20, 2019, for next year’s Fall Superintendents Conference. It will again be held at the Madison Concourse Hotel.

Complete details about all of WASDA’s events can be found on our website at www.wasda.org. If you experience any difficulty with the website, please contact Jessica directly at jschwedrsky@wasda.org.

We are always looking for new ways to serve our members. If we can ever be of service to you, please do not hesitate to contact us. We are here to serve you!

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
WASDA Executive Director’s Report
The Capitol Report - John Forester, Dir. Of Gov. Relations
WASDA Regional Meetings
William Josten Obituary
Fall School Finance Workshops
First Year Superintendents Workshop III
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SLATE 2019
WASSA Fall Conference
15 Public School Districts Will Combat “Summer Melt”
Are You Retiring in 2019?
2019 WASDA Annual Educational Conference
Superintendent Vacancies
WASDA Calendar of Events

www.wasda.org
Dear WASDA Friends and Colleagues,

Perspective.  Point of View.  Eye of the Beholder.  It seems as though those of us in leadership are often put into positions of competing interests.  Whether vying for students under open enrollment, attempting to attract faculty members for existing vacancies, or advocating for state and federal policies (that may create 'winners' and 'losers') the current environment can attempt a divide among those of us who serve public schools in Wisconsin.  The existing environment challenges our desires to work in the spirit of collaboration in an era of growing competitiveness.

This reminds me of the "Old Woman/Young Woman" paradox pictured below.  This image first appeared on a German postcard in 1888, artist unknown. The print made its first publication appearance in 1915 in the American magazine Puck.

Some people automatically see the image of the old woman (chin facing downward along the neckline, left eye looking at the viewer, nose and mouth prominently featured just above the dress collar) while others see the young woman portrayed (facing away from the viewer, left side - facial profile in evidence, nose barely visible).  Hint: if you can't see either image the eye of the old woman is the ear of the young woman.

The SAA, under the direction and leadership of John Forester, is working to advance several guiding principles for our WASDA membership.  The effort is to set forth policy support for all public schools that is clearly communicated, understood, and supported locally and on a statewide basis.  The goal is to create, develop and advance legislation that maximizes benefits to all Wisconsin public school children regardless of their place of residence.  I invite you to participate in the development of such a legislative agenda by attending the WASDA Fall Regional Meeting scheduled in your immediate area.

Continued, next page.
PRESIDENT'S MESSAGE CONTINUED:

The schedule for the WASDA Fall Regional meetings is available and registration can be made on-line at the WASDA website. I hope that you are able to attend as the program will offer attendees valuable information regarding current legal challenges and updates, a glimpse into legislative matters of interest and policy advocacy, and an opportunity to provide insight and feedback into the revised SAA Evidence-Based Policy Agenda. Several WASDA business partners will also be present to share information with attendees.

Enjoy the fall - see you at the Regionals!

Respectfully,

Dr. Steven M. Bloom, District Administrator
Palmyra-Eagle Area School District
WASDA President
sbloom@peasd.org
Executive Director’s Message
October 2018
Dr. Jon Bales
“Fall is in Full Swing”

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.

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Are you paying for any of these services?

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Ask for our free “Top 10 list” on the most common 403(b) plan audit errors when you call!

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**WASDA FALL REGIONAL MEETINGS**

October 16  Quality Inn - RHINELANDER  
October 17  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

**AGENDA**

8:00 - 8:30 a.m.  **REGISTRATION**  
Continental Breakfast and Networking

8:30 - 8:45 a.m.  **WELCOME AND ORIENTATION TO THE DAY**  
*Steve Bloom, President, WASDA*  
*Jon Bales, Executive Director, WASDA*

8:45 - 10:15 a.m.  **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 a.m.  **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 p.m.  **LUNCH**
William “Bill” Josten, age 82, passed away peacefully at Cedar Community in West Bend on Sunday, Sept. 16.

Born March 25, 1936, in Milwaukee to Walter and Gertrude Josten, Bill is survived by his loving wife of 57 years, Maureen (Mo), sons Jeffrey (Sarah) and Brian (Terri), daughter Jennifer Zimmerman (Tony) and six grandchildren. He is further survived by his brother Walter (Mitzie), sister-in-law Ellen Padgett (Ronald), nieces and nephews, other relatives and friends.

Bill served 31 years as a public school teacher, principal and superintendent in six southeastern Wisconsin school districts. He enjoyed sports, movies, reading and spending time with friends and family.

Memorials are appreciated to the West Bend Community Memorial Library or Cedar Community’s Cottages at Cedar Run.

The Phillip Funeral Home of West Bend is assisting the family. 262338-2050 / www.phillipfuneralhome.com.

**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*

**NEW WASDA PARTNERSHIP**

WASDA members will have an opportunity to meet representatives of our new business partner, American Fidelity. AF is a well- respected, national company specializing in building organizational capacity to provide/facilitate access to employee benefits. AF also can provide management of those benefit programs. In particular, AF prioritizes education to system leaders concerning the benefits industry in order to make more informed choices. Meet our new partners and learn of the value they can bring to your understanding and decision making with respect to employee benefits.

*American Fidelity Partners: Kaitlin Economon and Caleb Wilson*

**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*

**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-STEVEN'S 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.
7:30 a.m.  REGISTRATION - Coffee & Muffins
Questions/Discussions/Celebrations

8:00 a.m.  BUDGET PLANNING AND DEVELOPMENT
Why?  What?  When?  How?  How will we know?  It's time to begin planning your district budget for 2019-20. Members of the Baird Financial team will help you to initiate a thoughtful, transparent budget planning and development process. (Bring your customized financial analytics to reference during the activity.)
Robert W. Baird Financial Team

9:15 a.m.  Reflections on Learning - How are academy activities influencing thinking and practice?

9:30 a.m.  CHANGE THEORY AND CREATING A CULTURE OF AN ENGAGED WORKFORCE
The more employees are engaged, the more likely they are to display discretionary effort, stay with the organization and effectively adapt to changing conditions. This session will focus on change theory concepts and engagement strategies to assist you in creating a positive workplace culture focused on learning and achievement.
Drew Howick, Howick Associates

10:30 a.m.  BREAK AND NETWORKING

10:45 a.m.  INTRODUCTION TO THE BUSINESS OF EDUCATION - A CALL TO ACTION
The status of children in our schools and the challenges facing public education require inspirational, passionate school leaders who possess an inner resolve to achieve, despite obstacles and political distractions. Whether we apply best practices to ensure success for EVERY learner depends in part on how we feel about the fact that we haven't achieved high levels of success with EVERY child thus far. What is your resolve?.....What are you prepared to do, to drive EXCELLENCE?
Kathleen Cooke and Michael Gallagher KCMG Consulting

11:45 a.m.  LUNCH/NETWORKING

12:15 p.m.  THE BUSINESS OF EDUCATION - KEYS FOR SUPERINTENDENT AND SYSTEM SUCCESS
This session will examine core principles and leadership actions which set some school leaders, school systems and their RESULTS, apart from others. Explore leadership and business practices for wise stewardship including:

• Nine Keys for Success
• Systemic thinking vs Silos
• ROI
• Communicating for Results
Kathleen Cooke and Michael Gallagher KCMG Consulting
1:45 p.m.  BREAK/NETWORKING

2:00 p.m.  PUBLIC RECORDS LAW AND OTHER LEGAL TIPS NEW SUPERINTENDENTS NEED TO KNOW - PART II
Engage in proactive review of your school district's practices to avoid legal entanglements. Kirk Strang will share insights and tips for the 'can't miss opportunity 'Part II discussion. (Bring your handouts from the September academy session which also address the content for part II.)
Attorney Kirk Strang, Strang, Patteson , Renning, Lewis & Lacy s.c.

3:00 p.m.  ADJOURN

REGISTER AT WWW.WASDA.ORG!

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SLATE
SCHOOL LEADERS ADVANCING TECHNOLOGY IN EDUCATION
December 3-5, 2018
Kalahari Resort-Wisconsin Dells

AWSA and WASDA are happy to be hosting the seventh annual SLATE Convention December 3-5, 2018, at the Kalahari Resort in the Wisconsin Dells. SLATE is a comprehensive educational technology conference designed by leading education associations to meet the needs of all educators. Each year, the conference attendee feedback is compiled and used to construct the ultimate technology conference experience!

This conference is designed for a wide variety of educators including Teachers, Principals, Associate Principals, District Administrators, Library Media Specialists, IT Coordinators and Directors of Curriculum and Instruction. Conference attendees will:

- Enhance knowledge and skills for all members of the technology team
- Be informed and educated on the best technology for teaching and classroom use
- Develop of common “technology language”
- Formulate a district wide action plan

Cost of attendance is $210 per individual. All Pre-Convention Sessions are $39. It is recommended that attendees bring a laptop and/or portable wifi devices so you can access online handouts and links regarding the conference during the conference.
When’s the Last Time Your Board Looked in the Mirror?

By: Jerry Kember, School Perceptions Consultant

While school administrators are regularly evaluated on their performance (and should be), how often is your school board examining its’ own effectiveness? This is an area of evaluation frequently overlooked. Shouldn’t school board members also be accountable for their work?

When communities elect representatives to serve their school district, the expectation is that they conduct their work responsibly, respectfully and efficiently. It is also expected that they conduct themselves in a collaborative and supportive manner with their only employee, the district administrator. While it doesn’t mean everyone is in agreement all the time, the public understands that school improvement requires a positive working relationship between the board and the superintendent of schools. Without it, district success, however it’s measured, will be on hold.

So what kinds of measures should be examined by the board in an ongoing manner? Since 2000, the National School Board Association has worked to help school board members across the country master and refine the skills, knowledge and abilities to be successful. The framework titled, *The Key Works of School Boards*, provides a roadmap to assist and support their work. Focused on the primary purpose of student achievement, it measures the board’s effectiveness in such areas as vision, relationships, leadership, policy and accountability.

School Perceptions, a Wisconsin-based research firm, created a board development tool based on the *Key Works* framework designed to help school boards identify their areas of strength as well as where further dialogue and discussion is needed. It’s a self-evaluation tool made available to Wisconsin districts free of charge and easy to implement. Once completed by board members, reports can be generated that describe overall performance, comparison with other boards in similar districts, and with an annual application, longitudinal comparisons. In addition, your board will know how well they are addressing what’s considered most important by their national association, the five action areas indexed in *The Key Works of School Boards*.

Improved school board accountability benefits everyone in your community - especially the students in your schools. If you would like to know more about our Annual Board Development Tool, contact us at School Perceptions.

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

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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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We’re uniquely positioned to take care of your company.

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

Let’s make health insurance worry free, right here.

Call 877.756.4150
Fifteen public school districts across Wisconsin have received a combined $630,000 in grants from Great Lakes Higher Education Corporation & Affiliates to launch texting programs that will help more students overcome "summer melt." This phenomenon occurs when high school graduates are unable to complete crucial tasks over the summer, such as finalizing financial aid packages, registering for orientation and confirming campus housing. As a result, they don't make it to college in the fall, despite having an acceptance letter in hand.

Summer melt affects as many as 40% of the high school graduates from underserved communities who have been accepted into college. But it can be prevented with a surprisingly simple intervention. Multiple studies show that a series of "nudges" sent by high school counselors over the summer can increase the number of students who successfully enroll come fall.

Text Steps represents Great Lakes' first effort to expand summer texting programs across Wisconsin. It builds on knowledge gained through a 2015 Great Lakes project in which Dr. Ben Castleman of the University of Virginia studied what it took for three Wisconsin public school districts to launch summer texting programs.

During the Text Steps project, Great Lakes will provide start-up funding, data and technology support, and coaching from an experienced and dedicated program officer. Participants will connect with their peers, experienced colleagues and national experts, and prepare to make the case for sustaining their program after the Great Lakes grant period ends.

While access to mobile phone technology continues to expand, Great Lakes recognizes that disparities in cellphone access persist for the poorest families. Throughout the grant period, the Text Steps grant team will work with the school districts to better understand and remove barriers to student participation.

"Our grantmaking is all about building opportunity," said Richard D. George, President and Chief Executive Officer of Great Lakes. "We look forward to supporting our Text Steps partners as they help their students advance toward their postsecondary goals."

Text Steps project participants are:

- Adams-Friendship Area School District
- Unified School District of Antigo
- School District of Fort Atkinson
- Green Bay Area Public School District
- Kenosha Unified School District
- School District of La Crosse
- School District of Monroe
- Racine Unified School District
- St. Francis School District
- Sheboygan Area School District
- School District of South Milwaukee
- Tomahawk School District
- Watertown Unified School District
- West Allis-West Milwaukee School District
- Wisconsin Rapids Public Schools

For more information, visit [www.community.mygreatlakes.com](http://www.community.mygreatlakes.com)
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ARE YOU RETIRING IN 2019?

The requirements to receive the Honorary Life Membership and be recognized at the retirement banquet held in conjunction with the WASDA Annual Educational Conference are as follows:

A. The recipient must have retired from school work.
B. The recipient must have total experience in educational work on any level of at least twenty-five (25) years.
C. The recipient must have been a member of the Wisconsin Association of School District Administrators at the time of retirement and for the five (5) years immediately preceding retirement.
D. CESA administrators who were county superintendents are to receive credit for the years served as county superintendents.

If you are retiring this year, please email the WASDA office. ALL WASDA members retiring will be recognized at the banquet. This year’s convention will be held April 10-12 at the Madison Concourse Hotel. (Conference begins with a reception at 5:30 p.m., April 10, followed by the Recognition Banquet & ends at 12 noon on April 12.)

2019 WASDA ANNUAL EDUCATIONAL CONFERENCE

APRIL 10-12, 2019

MADISON CONCOURSE HOTEL - MADISON

MARK YOUR CALENDAR!!