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 18-20 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 July 31-August 1. 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 29-31, 2020.

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
A Message from President-elect Paul Schley
72 Districts to Have New Administrators
2019 WASDA Fall Superintendents Conference
First Year Superintendents Workshop II
Fall School Finance Workshops
2020 Superintendent of the Year Process
Supporting Principal Excellence Academy
Superintendent Vacancies
WASDA Calendar of Events
As a new school year fast approaches, it is critical that we, as leaders in our school districts, consider how we can support the work being done by our principals and teachers to educate the hearts, as well as the minds, of our students. It is understood and accepted that the role of education is to prepare our young people to actively participate in our democratic society. Being able to participate in our democracy requires intellectual skills—the ability to communicate, read and write, an aptitude for mathematical understanding, the capability of reasoning, separating fact from opinion, understanding cause and effect, and predicting the potential consequences of one’s actions. All of these skills enable individuals to function well in our society—contributing to economic growth through successful employment and participating as an informed citizen in our government. Aristotle is quoted as saying, “Educating the mind without educating the heart is no education.” Theodore Roosevelt was a bit more frank when he stated, “To educate a man in mind and not in morals is to educate a menace to society.” It is just as important for our schools to take time to educate the heart. It is through performing acts of kindness that one becomes more kind. It is through giving to others that we learn to put the needs of others first. It is through opportunities to demonstrate care for others that we learn to cultivate selflessness. Educating the heart—i.e. character education—needs to be as well thought out as our academic curriculum. It can’t be haphazard or sporadic if we truly wish to instill positive values and a belief that the common good is more important than one’s own self-interests.

In every community in Wisconsin, every month of the year, there are always organizations or individuals who are in need of help. Do you provide opportunities for students to discuss how they would like to make a difference in your community? Do you support the ideas generated by teachers and students and encourage their involvement in community service? Do you have lessons developed which are taught to all students related to character education? Do you, your administrative team, and your teaching staff set an example for students through involvement in community service or donating to significant causes in the community? Important planning and organizational skills can be developed from these activities, but even more imperative is the notion of instilling in our children a core democratic value and fundamental belief in the common good. Our young people must learn the significance of working together for the welfare of the community and the benefit of all. While this may not be measurable on our school report cards, it may be one of the most valuable attributes we develop in our young people to ensure the successful continuation of our democratic way of life.

Here’s to a school year where our students are educated in both mind and heart… where acts of kindness greatly surpass reports on bullying, where more complimenting than complaining occurs, and where students and staff alike discover how helping others helps and benefits each of them. Don’t forget the important role you, as your district’s leader, play in setting expectations and modeling education of the heart!

Cindy Zahrte
WASDA President, 2019-2020
cindyzahrte@tomah.education
WASDA
Executive Director’s Message
August 2019
Dr. Jon Bales

How Are You Spending 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.

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Achieving the Grade.

The School Law Team at von Briesen & Roper, s.c. is the solution to your school district’s legal challenges, no matter the size or complexity. For more than fifty years, we have delivered outstanding results to school districts throughout Wisconsin. Our depth and breadth of experience has prepared us to handle all of the unique challenges faced by school districts.

To learn more about how our School Law Team can assist you, please contact Chrissy Hamiel at chamiel@vonbriesen.com or Andy Phillips at aPhillips@vonbriesen.com.
Findorff, one of Wisconsin’s leading construction managers, is pleased to announce a new partnership with WASDA to bring district superintendents on a Facility Field Trip. Each year the field trip will be offered as a session during the WASDA Fall Conference and will include a tour of an area school district or company with newly constructed and/or transformed spaces on a budget. Transportation will be provided to and from the tour locations and the Thursday evening reception will immediately follow the Field Trip.

During the tours, members of the district’s Administrative leadership team, Findorff, and the architect will be on hand to discuss their process for identifying needs, engaging stakeholders, designing their spaces, and construction.

Elements of the Tours Could Include

- New and/or reimagined innovative school and work environments
- Safety and security improvements
- Energy and sustainability efforts
- Specialty spaces such as performing art centers, STEM/STEAM areas, and athletic facilities
- … and more

RSVP through WASDA Fall Conference registration to see what is possible for your spaces – whether you are building new or renovating!

During the tours, members of the district’s Administrative leadership team, Findorff, and the architect will be on hand to discuss their process for identifying needs, engaging stakeholders, designing their spaces, and construction.

2019 WASDA FALL CONFERENCE FACILITY FIELD TRIP FEATURING — MCFARLAND SCHOOL DISTRICT —

Join us during a Thursday, September 19, 2019 WASDA Fall Conference afternoon session as we board the Findorff and Plunkett Raysich Architects (PRA) bus to visit the McFarland School District. In November 2016 the District had a successful $60.15 million referendum and is nearing completion of renovations and additions to every school in the District. The tour will be at McFarland High School which underwent the most significant work of the four schools including 15,871 square feet in renovations and an 85,820 square-foot addition.

McFarland School District Superintendent, Andrew Briddell, and Director of Business, Jeff Mahoney, will share their District’s story, provide lessons learned throughout the process, and proudly showcase projects including:

- Updated and expanded technical and business education spaces to accommodate its growing curriculum for trades, woods, metals, a nationally certified auto-tech program and Project Lead the Way engineering program
- Renovated and expanded FACE classroom that includes a commercial grade dish area and oven
- Addition of a state-of-the-art Performing Arts Center with 880-person seating capacity
- Addition of an eight-lane competition pool, bulkhead with ladder entry, and a 515-person seating capacity mezzanine

We will also discuss other projects that were part of the 2016 referendum including the rebuilt Conrad Elvehjem Primary School, significant renovations and additions to Indian Mound Middle School, and added classroom spaces to Waubesa Intermediate School.

*2019 event is sponsored by J.H. Findorff & Son Inc. & Plunkett Raysich Architects
A MESSAGE FROM INCOMING WASDA PRESIDENT-ELECT

Paul Schley
Supt., Cornell

It is truly an honor and privilege to have this opportunity to serve you and our association as the WASDA President-Elect. I have served on the WASDA Board for three years representing the CESA 10 region and have enjoyed working with Jon Bales, Nancy Lund and all of the WASD Board members from across the state. This is a group of people that take the responsibility of being on the board very seriously; which may have something to do with them working with boards of their own?!

As I'm writing this, my wife is packing clothes and supplies for our family to have a weekend getaway at her (our) family's cabin, and I hope all of you have done or will be doing something similar during this short summer break from the fast pace of another school year. I believe we all say family is a priority, but are we truly taking the time to make our families a priority? It was easier for me to say this when I first became a Superintendent, since I was 29 and still single. Family had a different meaning because I didn't have a spouse and children of my own. Then six years later, I met a girl originally from Altoona that had moved away to California for seven years after graduating from college. She then decided to move back home to find a good midwestern guy to marry. If only the poor girl would have known I was the only single guy left in the area!

Well, almost ten years later, and with an amazing wife and two wonderful boys ages nine and five, I now understand the meaning of family way more than I originally did. While we all have our work families and social families, nowhere do you get the unconditional love and support as you do from your immediate family. Please be sure to take care of and spend time with your family this summer as there's nothing more important than them, and you never know how long you will all be together.

I am very appreciative of the confidence placed in me by my fellow WASDA Board members and Executive Director Jon Bales for their endorsement as your President-Elect this year. Just as we review in the surveys you take after each conference, networking is usually identified as one of the best and most rewarding parts of each conference, and serving on the board of directors has proven to be of the same value to me. Thank you to each of the directors and all of you that I have met so far for your collegiality, open dialogue and support of the WASDA mission. I hope you have a family filled summer!
REGISTER TODAY!

2019 FALL SUPERINTENDENTS CONFERENCE

Presented by WASDA
in cooperation with the
Wisconsin Department of Public Instruction
Carolyn Stanford Taylor, State Superintendent

SEPTEMBER 18-20, 2019
MADISON CONCOURSE HOTEL

BOOK YOUR HOTEL ROOM NOW!

DOWN TOWN HOTELS:

MADISON CONCOURSE HOTEL - 1-800-356-8293
(Room block deadline is AUGUST 18.)
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!
Wisconsin Superintendent Deborah Kerr Named AASA President


"For generations, AASA has served as the nation's premier organization for public school system leadership," said Kerr. "I am honored to be associated with this organization and proud of the work it does to ensure that the voices of our superintendents are being heard loud and clear when it comes to creating positive learning environments for students. I view this new assignment as an opportunity to expand professional opportunities for the countless number of administrators working tirelessly on behalf of America's young people."

A member of AASA, as well as the Wisconsin Association of School District Administrators since 2000, Kerr was elected to AASA's Governing Board in 2017.

Kerr began her tenure as superintendent of Brown Deer Schools in 2007. She previously held superintendent positions in Wisconsin's Trevor-Wilmot Consolidated Grade School District and Wilmot Grade Schools.

"I congratulate Deb Kerr—a leader of one of the most diverse school districts in Wisconsin—as our new president," said Daniel A. Domenech, executive director, AASA. "Deb will be a major asset as we move AASA's mission forward and drive the change necessary to ensure that all children are ready to learn when they enter their school buildings."

Kristi Sandvik, superintendent of the Buckeye Elementary School District in Buckeye, Ariz., was also sworn in today as AASA president-elect. The installation ceremony was held in conjunction with AASA's Legislative Advocacy Conference in Washington, D.C.
According to the records in the WASDA office as of July 31, 2019, 72 school districts in Wisconsin have or will have a new chief school district administrators for the 2019-20 school year. Of the 72 districts that will have new superintendents, 48 will have superintendents that will be classified as either beginning superintendents or as superintendents new to the state of Wisconsin. The remaining 24 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**

<table>
<thead>
<tr>
<th>District</th>
<th>New Administrator</th>
<th>Old Administrator</th>
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<tbody>
<tr>
<td>Adams-Friendship</td>
<td>Tom Wermuth</td>
<td>Scott Bleck</td>
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<tr>
<td>Almond-Bancroft</td>
<td>Penny Boileau</td>
<td>Greg Kabara*</td>
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<tr>
<td>Altoona</td>
<td>Dan Peggs*</td>
<td>Scott Foster*</td>
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<tr>
<td>Amery</td>
<td>Shawn Doerfler*</td>
<td>Scot Kelly*</td>
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<tr>
<td>Athens</td>
<td>Jeff Mastin</td>
<td>Dan Unertl*</td>
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<td>Auburndale</td>
<td>Jamie Delikowski*</td>
<td>Jay Jones*</td>
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<tr>
<td>Beecher-Dunbar-Pembine</td>
<td>Andy Space*</td>
<td>Todd Antony*</td>
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<tr>
<td>Beloit</td>
<td>Stanley Munro*</td>
<td>Lori Whelan*</td>
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<td>Berlin</td>
<td>Carl Cartwright*</td>
<td>Jim Boebel</td>
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<td>Bowler</td>
<td>Jeff Sauer*</td>
<td>Kurt Cohen*</td>
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<td>Boyceville</td>
<td>Nick Kaiser*</td>
<td>Chris Metras</td>
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<tr>
<td>Brighton</td>
<td>Matt Eggert*</td>
<td>Tony Klaubauf (Interim)</td>
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<td>Bristol #1</td>
<td>VACANT</td>
<td>Jeffrey Alstadt*</td>
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<td>Burlington</td>
<td>Steve Plank*</td>
<td>Ty Breitlow*</td>
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<td>Central/Westosha</td>
<td>John Gendron</td>
<td>Kristoffer Brown*</td>
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<td>Clayton</td>
<td>Ed Cerney*</td>
<td>Jeanne Siegenthaler*</td>
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<tr>
<td>Cochrane-Fountain City</td>
<td>Michele Butler*</td>
<td>Clay Koenig*</td>
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<td>Crandon</td>
<td>Larry Palubicki</td>
<td>Tom Andres (Interim)</td>
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<td>Darlington</td>
<td>Cale Jackson</td>
<td>Jon Schmidt*</td>
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<tr>
<td>Fontana Jt 8</td>
<td>Mark Wenzel</td>
<td>Chris Thompson*</td>
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<td>Fox Point-Bayside #2</td>
<td>Jeff Dellutri*</td>
<td>Jeff Wright*</td>
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<tr>
<td>Geneva Jt #4</td>
<td>Alyson Eisch*</td>
<td>Randi Anderson*</td>
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<tr>
<td>Grantsburg</td>
<td>Josh Watt*</td>
<td>Jeff Weiss</td>
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<tr>
<td>Harford UHS</td>
<td>Jeffrey Walters*</td>
<td>Ryan Krohn*</td>
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<td>Hurley</td>
<td>Kevin Genisot*</td>
<td>Teri Maney*</td>
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<td>La Farge</td>
<td>Meaghan Gustafson*</td>
<td>VACANT</td>
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<tr>
<td>Ladysmith</td>
<td>VACANT</td>
<td>Jeff Walsh*</td>
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<tr>
<td>Lake Holcombe</td>
<td>Kurt Lindau</td>
<td>Phill Klamm*</td>
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<tr>
<td>Lakeland UHS</td>
<td>Robert Way*</td>
<td>Luke Francois</td>
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<td>Laona</td>
<td>Jim Bradley*</td>
<td>Ron Saari</td>
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<tr>
<td>Loyal</td>
<td>VACANT</td>
<td>Carlton 'Jared' Deschane*</td>
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<tr>
<td>Madison</td>
<td>Jane Belmore (Interim)</td>
<td>VACANT</td>
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<tr>
<td>Mauston</td>
<td>Joel Heesch*</td>
<td>Dennis Krueger</td>
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<tr>
<td>Middleton-Cross Plains</td>
<td>Dana Monogue*</td>
<td>Phillip Tubb*</td>
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<tr>
<td>Milton</td>
<td>Rich Dahman*</td>
<td>Andrew Grimm*</td>
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<tr>
<td>Mosinee</td>
<td>David Munoz*</td>
<td>Jeff Peterson*</td>
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You’re Invited!

WASB Open House

Wednesday, September 18 • 5:30 to 6:30 p.m.

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

Enjoy complimentary food and refreshments
and network with WASB staff.

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

Supporting, Promoting,
and Advancing Public Education
WASDA FIRST YEAR SUPERINTENDENTS ACADEMY
WORKSHOP II

WEDNESDAY, SEPTEMBER 18, 2019
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. Jim Rickabaugh**

9:00 a.m.  BOARD RESPONSIBILITIES
This session will provide an introduction to the basics of school and governmental law as it pertains to the school board responsibilities. Topics will include the school board and board member power and duties, respective roles of the board and the district administrator, conflicts of interest and board member liabilities.
**Attorney Bob Butler, Associate Executive Director and Legal Counsel – WASB**

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 insights for effective financial management.
**Baird Financial Team**

12:15 p.m.  LUNCH – Networking Opportunity with the WASDA Board and Overview of SAA by John Forester
1:00 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.
Baird 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!

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Are you paying for any of these services?

- 403(b) plan administration and compliance assistance.
- Updates on regulatory changes.
- IRS pre-approved plan documents.
- Plan level reporting for IRS audit or plan review.

That’s money down the drain.

Member Benefits can help you stay compliant at NO COST to your school district.

Contact a Plan Administration Consultant today for expert assistance.

Call 1-800-279-4030, Ext. 6636
Wisconsin public school districts face unprecedented challenges and opportunities. The attorneys at Strang, Patteson, Renning, Lewis & Lacy, s.c., are dedicated to helping you meet the challenges and take advantage of the opportunities.
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 2018-2019 final revenue limit worksheet*
- Your district's Oct. 15th Certification of 2019-20 General Aid from DPI*
- Your district's September membership count, including 2019 summer school*
- Your district’s 2019 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.*

**REGISTRATION OPENING SOON!**

*Please call the STEVENS POINT HOTEL & CONVENTION CENTER at 715/344-0200 to reserve a sleeping room for the evening of October 20.*
Building their future

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
2020 National Superintendent of the Year Program

About the Program
Now in its 33rd year, the 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 First Student, AIG Retirement Services and AASA. Download the FAQ here.

Eligibility
Any AASA Affiliate Association State Superintendent of the Year® 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.

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

Each State Superintendent of the Year is judged on the following criteria:

Leadership for Learning – creativity in successfully meeting the needs of students in his or her school system.

Communication – strength in both personal and organizational communication.

Professionalism – constant improvement of administrative knowledge and skills, while providing professional development opportunities and motivation to others on the education team.

Community Involvement – active participation in local community activities and an understanding of regional, national, and international issues.

STATE APPLICATION INFORMATION:
Nominations for both the STATE and the NATIONAL award must be completed online.

NOTE: to be eligible for the AASA National Superintendent of the Year® Award, any nominee must first be awarded their state superintendent of the year designation.

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:
Jennifer Rooney Director, Meetings & Awards
703-875-0709
jrooney@aasa.org
School administrators need skillful support from leaders of teaching and learning; leaders who believe in coaching as a vehicle for developing exemplary leadership. The Professional Growth Coaching for Leaders Academy, presented by WASDA and AWSA, will equip superintendents, central office leaders and others who directly support principals with the tools and practices that enhance principal performance in leading schools of equity and excellence for student success. The overarching goal of the Academy is to assist with the development of instructional leadership skills that deliver breakthrough results for all students.

Knowledge Objectives:

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

Practice Objectives:

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

The Academy will include four (4) full-day sessions and the sessions are intended to build upon each other. Registration will cover attendance for all four dates and will open in July.

2 Locations:

**Holiday Inn Madison at the American Center**
- Thursday, October 17, 2019
- Wednesday, November 20, 2019
- Wednesday, January 8, 2020
- Friday, March 20, 2020

**Holiday Inn-Stevens Point**
- Friday, October 18, 2019
- Friday, November 22, 2019
- Tuesday, January 7, 2020
- Thursday, March 19, 2020