Welcome to WASDA’s February edition of our online Newsletter! We enjoyed seeing many of you at the recent Jt. WASB/WASDA/WASBO Convention in Milwaukee and hope that you found the convention to be beneficial. Several WASDA committees, as well as the WASDA Board of Directors and Large District Caucus, met during the convention and were able to move their agendas for the year forward. Thanks to all of you for your dedication and continued service to your professional association. Your willingness to support WASDA’s committees helps to strengthen the effectiveness of our association. THANK YOU!

Thank you to everyone who stopped by to visit us at the WASDA booth. It was a great opportunity to connect with many of our members.

Complete details about all of WASDA’s events for the remainder of the year can be found on our website at www.wasda.org. Remember, we are not mailing out any meeting notices.

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 E-NEWS

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WASDA Executive Director’s Report
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www.wasda.org
As we begin our final semester of the 2019-20 school year, it is a good time to be reminded about the behaviors which we, as adults, do that can help or hurt our children in developing the skills which will contribute to their success, not only in school, but throughout life. Have you known a child who is unwilling to persevere or try again after not successfully completing a task? How about a teenager who absolutely refuses to try something new? Why do some kids bounce back quickly from a loss and try harder? Why do some kids seem to enjoy a challenge, while others shut down?

We know that much strength can be gained from struggle. When we face adversity, it can make us stronger. Remember the parable of the Emperor Moth? The struggle of the moth to pull itself through the small opening in the cocoon is what shapes its body. Without that struggle, there is no Emperor Moth. To raise healthy, resilient children, we must allow them to struggle. As educational leaders, we must stress to our parents how important it is to be cautious about jumping in too soon and trying to assist a child when he/she is faced with a challenge. Whether it is solving a math problem, giving a speech, or writing an essay, the unspoken message we give when we come to the rescue is that learning should be easy. You shouldn't have to struggle. Our children lose self-confidence and the ability to persevere if we don't allow them to struggle. We need to help our children accept struggle as part of the process of learning and personal growth.

An online article by Po Bronson entitled, How Not to Talk to Your Kids, citing the work of psychologist Carol Dweck, provides insights into the power of praise and how important it is to praise children for their effort, not their intelligence. If we constantly tell kids they are smart, they begin to think that innate intelligence is the key to success. This type of praise results in our children discounting the importance of effort and having no positive way to respond to failure. When they fail, it means they are not smart. The perfect environment has now been established for a child to be unwilling to accept a new challenge. Why set yourself up to show you are not smart? Instead, we need to use praise in a manner which will empower our kids. This means praising kids for their efforts, and being specific about what those efforts were. "Sarah, you did a great job reading for twenty minutes without being distracted." "Miles, awesome job of studying for that math test- I'm sure your effort will pay off." "Krista, I am so proud you sat back down with your saxophone for another fifteen minutes and played over and over those six measures which were difficult." "Sam, getting up at 5:30 a.m. to lift weights four days a week isn't easy. Your effort should pay off on the football field." By praising effort, we provide our children with something they do control. They can be successful and it is based on their efforts. They needn't fear a challenge because if they don't succeed, they can put forth additional effort in preparation and try again. Telling kids they are smart to try to raise their self-esteem will backfire. Having high self-esteem doesn't improve grades, advance careers, or promote healthy relationships. Effort does. It takes work to get good grades. It takes work to move up in one's career. It takes hard work to keep family relationships strong and healthy.

Our actions and words with our children can impact their success in school and life. We must remind our parents that there is value in struggle and it is alright when school work is hard. We must praise our children for their efforts and show them that we believe, with additional work and effort, they can be successful. That's how we build confident and resilient kids and who doesn't want that?

Cindy Zahrte
WASDA President, 2019-2020
cindyzahrte@tomah.education
The office of President-elect shall be filled from within the membership. The Board of Directors' Executive Committee shall act as the nominating committee. This nominating committee shall place before the Board of Directors the name of a President-elect nominee from the board. The Board of Directors shall vote to confirm the President-elect nominee at the January board meeting. This vote must be by a two-thirds majority of the board members present at the January meeting.

The Board confirmed Larry Ouimette, Supt., Lac du Flambeau, as the incoming President-elect at its January meeting. Larry will become President-elect effective July 1, 2020, and President effective July 1, 2021. Congratulations, Larry!
**ELECTION OF WASDA BOARD MEMBERS**

The following terms of board members currently serving on the WASDA Board of Directors expire as of June 30, 2020:

- **CESA #1** John Thomsen - Whitefish Bay
- **CESA #2-East** Wayne Anderson - Williams Bay*  
  *(One-year term)*
- **CESA #5** Tim Raymond - Cambria-Friesland
- **CESA #6** Annette Thompson - Dodgeland
- **CESA #9** Larry Ouimette - Lac du Flambeau
- **CESA #12** Craig Olson - Hayward

**John Thomsen, Tim Raymond, Annette Thompson and Craig Olson** are eligible for reelection for a three-year term on the board. The other board members are NOT eligible for reelection.

**Wayne Anderson**, the representative for CESA #2-East, will be retiring effective June 30, 2020. Therefore, a special election needs to occur to complete the remaining one year on his term. All of the other positions are for three-year terms on the board.

Members of the WASDA wishing to place their names on a ballot to run for the board position open in their respective CESAs must notify the WASDA office on or before April 15, 2020.

**In order to have a name placed on the election ballot, voting members of the WASDA must follow one of the two following procedures:**

1. A written letter of declaration (or email) by the voting member sent to the WASDA office. OR
2. By three voting members of the WASDA signing a nomination paper requesting the name of a WASDA member to be placed on the ballot.

In the event more than two candidates qualify for the ballot, there shall be a primary election held not less than 30 days before the general election, to be conducted in the same manner as the general election. Ballot order shall be determined by draw of names by the Executive Director of the association in the presence of two voting members who are not candidates for the office. The ballots shall be distributed to the voting members no later than May 15, 2020, with an established deadline for return of the completed ballot of June 1.

**15, 20, 25, 30 & 35 YEAR RECOGNITION AWARDS**

Those members who will have achieved 15, 20, 25, 30 or 35 years of service as a superintendent as of June 30, 2020 will be recognized at the Recognition Banquet on Wednesday, April 22, at the KI Convention Center in Green Bay. This awards ceremony will also include recognition of the 2020 WASDA retirees and the recipients of the three major WASDA awards. Also, the convention fee will include all meals held in conjunction with the convention. Therefore, there will not be an additional charge to attend the Wednesday evening banquet.

If you will have 15, 20, 25, 30 or 35 years of service as a superintendent as of June 30, 2020, please email Nancy Lund at nlund@wasda.org with the details (district and years served; i.e., 2000-2004) so that we are able to recognize you at our Annual Recognition Banquet on April 22.
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.

Your goals • Our mission

Green Bay - Toll Free: (844) 833-0830
Madison - Toll Free: (844) 626-0901
Oshkosh - Toll Free: (833) 654-1180

strangpatteson.com
7:30 a.m.  REGISTRATION/CONTINENTAL BREAKFAST

8:00 a.m.  WELCOME /SHARING: REFLECTIONS, QUESTIONS, CELEBRATIONS
What is on your mind…which can benefit the entire group?  Bring your questions and concerns and consider sharing an accomplishment which we can help celebrate.

8:15 a.m.  ADMINISTRATIVE CONTRACTS
Contract renewal conversations will be occurring soon.  Bring your questions and gain insights to create win/win opportunities for you, the school board and district.
Jon Bales, WASDA Executive Director

9:00 a.m.  BUDGET PLANNING AND DEVELOPMENT: PHASE II
The district is nearing the end of the school year.  Decisions made this year can have an impact on your budget in 2019-20 including levy and mill rate.  In this session we’ll review end of the year processes and discuss potential impacts and considerations for future budget planning.
Baird Financial Team

10:30 a.m.  BREAK AND NETWORKING

10:45 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

11:45 a.m.  REFLECTION REGARDING DEGREE TO WHICH ACADEMY ACTIVITIES ARE INFLUENCING THINKING AND PRACTICE

12:00 p.m.  LUNCH/NETWORKING
12:30 p.m.  NAVIGATING TEACHER CONTRACTS AND OTHER DIFFICULT PERSONNEL CHALLENGES TO ENSURE A POSITIVE WORKPLACE CULTURE
Ensuring a culture of success for each learner requires proactive, strategic leadership regarding contracts and resolution of difficult personnel issues. Our legal experts will provide Case Studies for contract development and a complex personnel issue to promote how to think like a superintendent including addressing the legal context, local school board policies parameters, handbook considerations, precedence setting, and political implications.  
*Attorney Kirk Strang - Strang, Patteson, Renning, Lewis & Lacy, s.c.*

2:00 p.m.  STRATEGIES FOR GAINING SUPPORT AND ADVANCING INITIATIVES WITH THE BOARD OF EDUCATION
Understanding board member perceptions and expectations and leveraging this information to achieve forward movement on district initiatives is fundamental to superintendent success. Explore strategies and techniques to find common ground, gain consensus and garner school board support of vision, goals, and initiatives on behalf of learners and the school community.
*Jon Bales, WASDA Executive Director, and Kathleen Cooke, WASDA Academy Facilitator/KCMG Consulting*

3:00 p.m.  ADJOURN
AASA GOVERNING BOARD ELECTION

It is that time of year when WASDA submits a CALL FOR NOMINATIONS for the AASA Governing Board. Wisconsin currently has four representatives on the AASA Governing Board. However, beginning July 1, 2020, Wisconsin will be eligible to have only three representatives on the Board. Two of these positions will be open for a three-year term beginning JULY 1, 2020 and ending JUNE 30, 2023. This board meets twice a year. The first meeting of the Governing Board for the 2020-2021 year will be in July. The second meeting will be held during the AASA Convention in New Orleans, February 18-20, 2021.

Any Wisconsin AASA members that fulfill the qualifications below are eligible to have their name placed on the ballot.

Section 3. Members of the Governing Board shall be eligible AASA voting members for at least three (3) years and members in good standing in the chartered affiliate for at least three (3) years at the time of election. Employees of AASA and/or a chartered affiliate are not eligible to serve as members of the Governing Board.

Section 4. A member may serve on the Governing Board as the representative of a chartered affiliate for no more than two (2) successive, three (3) year terms.

Additional information about the Governing Board can be found on AASA’s website. If you are interested in having your name on the ballot for this position, please email your name to Nancy Lund by MARCH 30, 2020. A short nomination form will be emailed to you for completion, along with additional information about the Governing Board. A ballot will be emailed to all Wisconsin AASA members on Wednesday, April 15.
BOYD McLARTY

Boyd McLarty, 76, of Walker, MN passed away on Thursday, January 9th at Sanford hospital in Bemidji, Minnesota after a long illness.

Boyd was born in Smithers, BC, Canada to Charles and Bethella (Outhwaite) McLarty on June 12, 1943. He was the oldest of Beth and Charlie’s three children, Boyd, Bob and Marlene.

He grew up in Regina, SK Canada. He attended Wetmore Elementary and Central High School where he excelled at several sports including baseball, curling, hockey and football. Growing up, Boyd spent a lot of time in Carberry, MB Canada, with his Grandparents and at the family cabin on Pasqua Lake that he had helped his family build. In addition to sports, he was an avid outdoorsman, enjoying hunting and fishing.

After graduating from Central High School in June of 1961, Boyd left Canada to attend Bemidji State College where he intended to major in prelaw and play football for the Beavers on a scholarship. He later decided to become a teacher and majored in History, Social Studies and Geography. There he met his wife Ann Netland. They were wed in Bagley MN on September 6th, 1964.

Boyd and Ann stayed in Bemidji until Boyd completed his education degree in 1965. He student taught at Virginia High School and took his first job in Mossbank, SK. The first year Boyd mainly taught history, but also had opportunities to teach several other subjects such as French, Composition, Literature and Typing (although he was not much of a typist!). He eventually became the assistant principal in addition to his teaching duties. Their daughter Lisa was born in the seven-bed hospital in Mossbank.

Boyd and Ann relocated to Fairfax, MN in 1969 where Boyd was the Assistant Principal, taught history and coached football. While in Fairfax, Boyd and Ann welcomed a daughter, Kari and son Todd. Boyd and Ann both enjoyed spending time with their family camping and playing sports. Boyd could often be found out in the yard playing with the neighborhood kids, playing basketball in the gym or at the local skating rink where he impressed the kids with his slap shots. During the summers, Boyd also worked for Fireman’s Fund as an Insurance Adjuster and was museum curator at Fort Ripley. During his 13 years as a teacher Boyd instilled in his students his love of History.

Although he loved teaching, he felt he could positively influence more students in administration, so Boyd continued his education at Mankato State University where he took night and summer classes and finished his master’s in 1976 and specialist degree in 1978, allowing him to become a Superintendent.

He got his first Superintendent post in Lamberton, MN in 1978 where he worked for four years. While in Lamberton, they welcomed a son, Mack.

In 1982, Boyd and his family relocated to Walker, MN. Boyd was the Superintendent in Walker for 19 years. Boyd and his family loved living on the lake and enjoyed swimming, fishing and waterskiing. He also did “Impossible” Sudoku with a pen! The four children all graduated during his tenure in Walker. Boyd and Ann enjoyed attending many sports and events at school and later received an award from Minnesota Morris for being “outstanding fans”.

Boyd retired from WHA in 2001 but decided to continue working at a career he enjoyed. This took him and Ann to River Falls Wisconsin where he was the Superintendent for another seven years until he retired for the second time in 2008. Boyd and Ann moved back to Walker where they still resided.

Boyd was asked to return to WHA in 2013 for an additional year when the school needed a temporary Superintendent. He then retired for a third and final time. He was an educator for 44 years; 31 of those years were as Superintendent of schools.

After retirement, Boyd enjoyed fishing and golfing. He and Ann also enjoyed traveling Atlanta, GA to see their son Todd and his family, spending time in TX in the winter, spending time with family and watching all their grandchildren play sports. They continued to enjoy time on the lake.

Boyd is survived by his wife of 55 years, Ann (Netland) McLarty, his four grown children: Lisa Struss (Cy), Kari McLarty (Jeremy Busch), Todd McLarty (Kris) and Mack McLarty (Tamara) and 10 Grandchildren: Zach, Kiel and Rian (Lisa & Cy), Chase, Charlie, Addison and Megan (Todd & Kris), Cale, Colton and Brock (Mack and Tamara). He is also survived by his brother Bob McLarty (Michele) his sister Marlene McLarty, brother and sister-in-law, Barry and Judy Reierson and many family and friends.
ARE YOU RETIRING IN 2020?

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 22-24 at the KI Convention Center in Green Bay. (Conference begins with a reception at 5:30 p.m., April 22, followed by the Recognition Banquet & ends at 12 noon on April 24.)
WASDA Early Career Superintendent Workshops
'Accelerating Growth for Distinguished Performance'

*Target Audience: 2nd, 3rd, and 4th Year Superintendents*

WASDA is pleased to offer, in partnership with Baird, a series of workshops for early career superintendents, to accelerate growth for distinguished performance. Designed based on feedback from the field, the sessions will refine leadership thinking and action to promote achievement, excellence and equity for all students.

High performing leaders think and act differently. Their mindsets guide their choices, decisions and actions every day. Their skill sets differentiate and set them, and their districts, apart from others. The skill sets possessed by high performing leaders can be developed and nurtured.

**Remaining Workshop:**

March 25, 2020 WASDA School Leadership Center - Madison

**Goals of Workshops:**

- Examine skills utilized by high performing superintendents to lead for increased achievement, performance and equity
- Challenge and disrupt current assumptions
- Shift mindsets about choices, decisions and actions
- Sharpen critical thinking and analytical skills
- Think strategically about change
- Set goals for implementation/application of workshop concepts to solve real-world problems/issues

The program for each workshop follows this article.

**REGISTER AT WWW.WASDA.ORG!**

**2020 WASDA ANNUAL EDUCATIONAL CONFERENCE**

KI Convention Center - Green Bay

April 22-24, 2020

To reserve a room at the Hyatt Regency, please call (920) 432-1234 and tell the reservations department that you are with the WASDA Annual Educational Conference to receive special room rates starting at $129 (Single/Double), including breakfast, available until March 21st (or until the block is full). On this date, any remaining rooms in our block will be released for general reservations at the hotel's prevailing daily rate, which may be higher than this group rate, so please book your overnight accommodations by March 21st.
WASDA Early Career Superintendent Workshop III
'Accelerating Growth for Distinguished Performance'

Target Audience: 2nd, 3rd, and 4th Year Superintendents

MARCH 25, 2020
WASDA School Leadership Center - Madison

9:00 a.m. - 10:45 a.m.  Overcoming Challenges and Leveraging Opportunities to Achieve Meaningful Change in Your District Initiatives

A wise superintendent once said, “People's appetite for change is usually greater than their ability to digest it.” This is why there can be push-back even when a school board or community has demanded that things must change! Some districts have mastered implementing change and embracing new ideas, with seemingly little opposition. Why the difference? What do they know? How do they do it? High performing leaders think and act differently during change processes using mental paths to discern and forecast possible issues, identify and analyze assumptions, apply leadership theory, and engage community in meaningful ways to develop ownership for decisions and capacity for implementation. This session will review strategies utilized to successfully manage organizational change and provide opportunities for participants to act on and apply them to their own district's change initiatives.

Jim Rickabaugh, Kathleen Cooke and Michael Gallagher

10:45 a.m. - 11:00 a.m.  Break

11:00 a.m. - 12:00 p.m.  How Do High Performing Superintendents Approach Legal Issues? - Part II

Hone your critical thinking and decision making skills as you apply strategies utilized by high performing superintendents to real-world complex school legal issues during this interactive session. Practice anticipating unfolding scenarios and analyzing issues from multiple points of view, learn to identify salient points, material facts and evidence, and select the best possible course of action for complex legal issues.

Attorney Michael Julka, Boardman and Clark

12:00 p.m. - 1:00 p.m.  Lunch and Networking with Colleagues and Presenters

REGISTER AT WWW.WASDA.ORG!
More than 400 WASDA members and school board members attended this year’s WASDA Noon Luncheon at the Jt. WASB/WASDA/WASBO Convention in Milwaukee on January 23. WASDA President, Cindy Zahrte, Superintendent, Tomah School District, chaired the luncheon. This year’s lunch featured a presentation by the 2020 Wisconsin Superintendent of the Year, Bob Mayfield Superintendent of the Kimberly School District.

CONGRATULATIONS!

Over 400 convention registrants attended this year’s WASDA Luncheon!
WASDA CHILD ADVOCACY COMMITTEE ANNOUNCES 2020 AWARDS!

Please help us by nominating child advocates from your district. There are two ways to recognize child advocates from your district; you can nominate individuals or companies. Each nomination will receive a certificate from WASDA that you can present at a local board meeting. State finalists will be honored at our spring convention.

Two Awards:

**Bert Grover Child Advocate - Individual/Community Based**

The Individual/Community-Based award is created to acknowledge an exceptional individual or civic or other community based organization’s support for our children. Superintendents are encouraged to nominate local individuals/civic organizations who have demonstrated significant commitment to children by sharing their time, talents and/or financial support. The award is to acknowledge the importance of individuals working to support the greater mission of educating all children.

**Bert Grover Child Advocate - Business**

The Business Award is a new award created to acknowledge the exceptional business educational partnerships throughout the State of Wisconsin. Superintendents are encouraged to nominate business partners who have demonstrated significant commitment to children by sharing time, talents and/or financial support. The award is to acknowledge the importance of business partnerships as essential to the greater mission of educating all children.

Please use the links below to view the nomination forms. Please submit completed nomination by February 8, 2020.

Individual/Community Based Award
Business Award

If you have any questions or need further information, please contact Bob Mayfield, Child Advocacy Chair at bmayfield@kimberly.k12.wi.us or 920-788-7900 X 4129.
The Wisconsin Education Technology Leaders CTO Clinic

Featuring Ryan Cloutier, CISSP, Principal Security Architect, CISSP®

CYBERSECURITY: NEW LIFE, SKILLS, AND PREPAREDNESS FOR THE FUTURE.

Protecting the digital lives of those in our care is a critical part of our daily work, to do this effectively we all need new life skills and ways to approach the problem. In this engaging session, you will become equipped with new skills and approaches you need to increase your ability to protect data and the humans who that data belongs to and how to effect immediate change in your schools, community’s and cybersecurity programs. This day of learning will include two tabletop exercises. Participants are encouraged to bring leadership teams to this free event.

Sunday, March 1, 2020
9:00am - 4:00pm
Kalahar Resort and Convention Center
Register at https://bit.ly/2Yy6sSX
Online Assessment: An Effective, Coordinated, District Leadership Team Approach

The Consortium for School Networking (CoSN) and its Wisconsin state affiliate chapter, Wisconsin Educational Technology Leadership are honored to support the work of current and aspiring superintendents and district leadership teams in leading all aspects of digital learning transformations.

Last month we focused on the strategies necessary for leading digital learning with an emphasis on succeeding with 1:1 implementations. CoSN's Leadership for Digital Learning Critical Issues Guide provides - in a concise, single-page format - an itemized check list for each of the main systems (both human and technological) that need to be properly established when implementing 1:1 technology for learning initiatives.

This month we turn our attention to how and why school district leadership teams collaborate on the implementation of online assessments within a school district system. As an ever increasing number of school districts launch online assessments as part of their standard practice, school leaders are learning that the challenges associated with implementing and leveraging online assessments to drive student learning are far more complex than simply adding technology. Today technology is an essential tool for planning, creating, delivering, and evaluating successful instruction. Online assessments are becoming routine within many school settings and are used not solely for summative or high stakes testing, but also for formative measures of learning as well. It takes a coordinated leadership team effort among multiple district level departments to execute online assessments successfully. The CoSN Critical Focus Area: Issue One Pager on Online Assessment offers nine key recommendations for leveraging online assessment capability and capacity.

CoSN, in partnership with edWeb.net, hosts The EmpowerED Superintendent monthly webinar series on topics that are essential for all educators engaged in leading digital transformations. The focus of the February 10, 2020 webinar (4:00 pm CT) is "Online Assessment: An Effective, Coordinated, District Leadership Team Approach". Three members of Pennsylvania's Hampton Township School District leadership team (Dr. Michael Loughead, Superintendent; Dr. Jacquelyn Removcik, Director of Curriculum, Instruction and Assessment; Dr. Ed McKaveney, Director of Technology) share how they collaborate and effectively coordinate their work in order to successfully lead the implementation of online assessments as well as the strategic use of the resulting student learning data within all schools in their district. Learn more and register for this free webinar as well as access recordings of previously broadcast CoSN/edWeb webinars at https://home.edweb.net/supers/.

If your school or district would like more information about joining CoSN or getting more involved with CoSN, please contact Brian Calvary, CAE, CoSN Director of Membership and Chapters, at bcalvary@cosn.org.