Welcome to WASDA’s March edition of our online Newsletter!

Spring is coming! This year’s WASDA Annual Educational Conference will be held virtually, April 21-23. The convention had been scheduled to be held at the Madison Concourse Hotel. Given Dane County’s current orders and restrictions, it is not possible to conduct the event in person. The complete program and registration should be available in early March. We are planning a great program and hope that many of our members will be able to participate!

Complete details about all of WASDA’s events for the remainder of the year can be found on our website at www.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
Election of WASDA Board Members
2021 WASDA Summer Legal Seminar
AASA Governing Board Election
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WASDA Calendar of Events
Dear WASDA Friends and Colleagues,

The long awaited time for educators to receive COVID-19 vaccinations is finally here, so everyone should be happy, right?!? In Cornell we have had in-person school five days/week since (M) August 17th. The staff has been very supportive and it has been going very smoothly. However, now that vaccinations are available, there is some angst between those that are getting vaccinated and those that have chosen not to. There are also staff members planning vacations so they won't be available for the second dose of vaccine, so there is frustration around that as well. Like so many things related to COVID-19, there is fear, apprehension and thoughts of personal freedoms that continue with vaccines, just like those that were experienced with face coverings.

So while we are slowly moving toward getting back to normal, we still have a long way to go. Hopefully having vaccines available will provide some comfort and relief to our employees, as well as the families we serve. Also, with spring getting closer, we will be able to ventilate the buildings more and have more outside activities which should help both in virus mitigation as well as mental health mitigation.

Mentioning mental health, March is when we have the spring WASDA regional meetings where you get a chance to hear from and vent to legal counsel and our lobbyist John Forester! I thought the fall regional meetings went well in a virtual format, so I'm expecting the same thing this month. If you haven't signed up for one of the regionals yet, please do so. One of the advantages of a virtual meeting is that you can pick any one of the dates and not have to drive any further! We look forward to your attendance and thoughts as we prepare for the next biennial budget and legislation that is being introduced.

Another critically important responsibility for all of us to attend to this month is to analyze and vet the two finalists for State Superintendent of Public Instruction. We are fortunate to have two finalists that have walked in our shoes and know the struggles of school districts first hand. As many of us are looked to for guidance on educational matters in our communities, it's likely we will receive questions about which candidate we view as being the best to lead education and learning in the state of Wisconsin. This is the one election where we may have more influence over than any other election that is held. Please spend some time getting to know the priorities of the candidates and determining how their platform will help children learn at a high level. The non-partisan election of State Superintendent of Public Instruction is one we need to take seriously in setting the agenda for education in our state.

This March is filled with planning and preparing for the futures of our local districts as well as our state. Please become and/or remain involved and be part of the solution in our profession. We are all better when we work together!

Together in Education,

Dr. Paul M. Schley, Superintendent
Cornell School District
pmschley@cornell.k12.wi.us
715-861-6970
Executive Director’s Message
March 2021
Dr. Jon Bales

“March Ahead”

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.

During times of uncertainty, finances are top of mind

WEA Member Benefits can help you create a financial wellness plan for your employees at no cost to the district.

- Individual financial consultations
- Financial seminars and webinars
- Monthly emails
- Financial resources including videos, calculators, eBooks, and more
- Quarterly magazine

Have questions? Let us help!
Contact a Worksite Benefit Consultants to learn more.
Give us a call at 1-800-279-4030.
ELECTION OF WASDA BOARD MEMBERS

The following terms of board members currently serving on the WASDA Board of Directors expire as of June 30, 2021:

- **CESA #2-East** John Gendron - Central/Westosha UHS
- **CESA #2-West** Michelle Jensen - Deerfield
- **CESA #3** Jill Underly - Pecatonica
- **CESA #11** Nick Ouellette - Hudson

John Gendron, Michelle Jensen and Jill Underly are all eligible for reelection for a three-year term on the board.

Nick Ouellette is not eligible for another three-year term as the CESA #11 representative. However, since he was selected as the incoming President-elect, he will remain on the board as part of the Executive Committee. There will be an election for a new representative for CESA #11.

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, 2021.

In order to have a name placed on the election ballot, voting members of the WASDA must follow one of the 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, 2021, with an established deadline for return of the completed ballot of June 1.

2021 WASDA SUMMER LEGAL SEMINAR

Mark your calendars now and plan to attend WASDA’s Annual Summer Legal Seminar at the beautiful Stone Harbor Resort in Sturgeon Bay. This year’s seminar will be held July 28-30.

WASDA members can call the Stone Harbor Resort now to reserve their room for the evenings of July 28 and 29. Please call the resort directly at 1-920-746-0700. Please do not wait long to book your room as the resort typically sells out for this event!

To assist in your planning, the seminar will kick-off with a reception at 5:30 p.m. on Wednesday, July 28, followed by dinner and the first presentation. The seminar will continue all day on Thursday and adjourn by noon on Friday, July 30. There will also be an informal golf outing at noon on Wednesday, July 28.

The program will be planned this spring. Registration information should be available online at www.wasda.org in May.
It is that time of year when WASDA submits a CALL FOR NOMINATIONS for the AASA Governing Board. Wisconsin has three positions on the AASA Governing Board. One of these positions will be open for a three-year term beginning JULY 1, 2021 and ending JUNE 30, 2024. This board meets twice a year. The first meeting of the Governing Board for the 2021-2022 year will be in July. The second meeting will be held during the AASA Convention in Nashville, February 17-19, 2022.

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, 2021. 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 April 15.
3 Tips For Student Goal Setting This Winter

by Chase Nordengren, NWEA Senior Research Scientist

Goal setting provides important benefits to students’ academic and social-emotional growth, and that’s not likely to change for students learning from home this school year. In fact, it may be extra important because, as was true in the fall, goals can provide focus when things get chaotic. Here are three ideas for how to set meaningful goals for students, even during virtual learning.

1. Start with a conversation

In talking with dozens of teachers about how they set goals with students, I’ve learned nothing is more important than one-on-one conversations with kids about what they hope to accomplish and why. When you talk with your students, you can start by reflecting on all you were able to accomplish in 2020, despite the many hardships of the year. Next, be sure to review evidence of their learning, talk about their aspirations, and set concrete goals and action steps. If your school tests with MAP® Growth™, include assessment data in the conversation. Our MAP Growth Goal Explorer can help you think about average, stretch, and custom goals to work on between test events.

2. Find new, independent activities to build and measure skills

Many of the structures of the traditional school day don’t work online, and this period has reminded us of the importance of finding multiple, diverse modalities to meet the varied needs of students. Well-chosen digital tools can be an invaluable source of formative assessment information that provides you with ongoing feedback on each student’s learning progress while empowering them to be more independent in their learning. The insight will make it easier to pair students with the exact content that’s most appropriate for their current learning so they can build their skills. If your school uses MAP Growth or MAP® Accelerator™, assessment data can also help you personalize instruction with tools including Newsela and Khan Academy.

3. Practice patience and grace

Virtual learning requires us to pause and consider what types of learning are meaningful and realistic for every student. As learning understandably slows during this period, students also appear to be receiving more failing grades than before. But a failing grade is the end of a learning conversation; it communicates that a student can’t master an area of knowledge and shouldn’t bother continuing to try. Under the present circumstances, that judgment is not only harsh, but also premature. Whenever possible, shift the focus from letter grades to learning goals. This will put the learning we seek from students in context and provide an opportunity to get back on the horse even after a temporary misstep.

Setting goals with the future in mind

The hardest part of working with goals is often not setting them, but maintaining the motivation and persistence to follow through. The tips I’ve shared can strengthen your student’s motivation to learn—this year and throughout their academic career. We’re seeing proof of student learning in classrooms across the country every day and in research on learning during COVID-19, so we know it’s not all for naught.

Read more about student goal setting in the NWEA blog, Teach. Learn. Grow. And watch “Engaging students in goal setting and monitoring progress,” my presentation with my colleague Brooke Mabry at the 2021 FETC conference.

Author bio

Chase Nordengren is a senior research scientist at NWEA, where he focuses on understanding the impact of professional learning on teachers and students. His work includes mixed methods data gathering and analysis, collaboration with partners on evaluation design, needs assessment, and continuous improvement processes. His past work has addressed social-emotional learning, the instructional uses of assessments, and mixed methods validation procedures, among other subjects. He received a PhD in leadership, policy, and organizations in K–12 systems at the University of Washington in 2015.
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.
**VIRTUAL 2021 WASDA ANNUAL EDUCATIONAL CONFERENCE**

*April 21-23, 2021*

Due to the current COVID-19 restrictions and orders for Dane County, the decision was made that the 2021 WASDA Annual Educational Conference, which had been scheduled to be held at the Madison Concourse Hotel, will be conducted virtually. Planning for the convention is underway and registration will be open in early March.

Since the 2020 WASDA Annual Educational Conference was canceled last spring, WASDA will be recognizing those members who should have been recognized last spring during this year’s convention, along with this year’s recognition awards and retirees. We will also be recognizing the three major award winners who were selected in 2020 as we were not able to recognize them last year. If you have any questions, please contact the WASDA office.

We are hopeful that we will be able to resume in person meetings in time for the WASDA Summer Legal Seminar in Sturgeon Bay, July 28-30. Please watch for future announcements!

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**ARE YOU RETIRING IN 2021 OR DID YOU RETIRE 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 or if you retired in 2020, please email the WASDA office.* ALL WASDA members who retired in 2020 or 2021 will be recognized during the 2021 WASDA Annual Educational Conference. This year’s convention will be held virtually April 21-23.

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**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 and as of June 30, 2021, will be recognized at the upcoming WASDA Annual Educational Conference, April 21-23. This year’s convention will be held virtually and will also include recognition of the 2020 and 2021 WASDA retirees, as well as the recipients of the three major WASDA awards selected in 2020.

If you will have 15, 20, 25, 30 or 35 years of service as a superintendent as of June 30, 2020 or as of June 30, 2021, 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 during our spring convention.
**Blended Learning**

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.

**The Empowered Superintendent edWebinar Series – Monday, March 8, 2021, 4:00 pm CT**


The upcoming episode of the monthly EmpowerED Superintendent Webinar series, co-hosted by CoSN, AASA and edWeb.net, and sponsored by ClassLink, airs on Monday, March 8, 2021 at 4:00 pm CT. The March webinar is titled *Leading Learning in a Blended Environment: What Works for Students, Teachers and Administrators.* In this edWebinar, three superintendents, Dr. Mark Benigni, Superintendent Meriden Public Schools, CT, Dr. Alan Siebert, Superintendent Salem City Schools, VA and Dr. Jason Van Heukelum, Superintendent, Winchester Public Schools, VA share the leadership strategies they have employed to get the most out of blended learning for their students, teachers and administrators. Diane Doersch, Technology Director for the Verizon Innovative Learning Schools Program at Digital Promise (former Chief Technology & Information Officer, Green Bay Area Public School District) will also join in the conversation. Examples of effective blended learning strategies will be shared along with resources to assist others in leading and implementing successful blended learning environments.

Free registration for the March 8, 2021 webinar is now available at: [https://home.edweb.net/webinar/supers20210208/](https://home.edweb.net/webinar/supers20210208/).

Webinars in this series are also freely available as recordings at [https://home.edweb.net/supers/](https://home.edweb.net/supers/) and via podcast at [https://home.edweb.net/podcasts/](https://home.edweb.net/podcasts/) a day or two after the initial live broadcast.

**Leading Digital Learning – CoSN Resources**

A one-page document, [Leadership for Digital Learning](https://cosn.org/leadership-for-digital-learning), provides leaders with four essential components for leading blended learning in 1-to-1 environments. Additionally the CoSN Leadership for Digital Learning Initiative web page is designed to help educational leaders overcome barriers to effectively develop, plan, implement and manage policies and best practices. The published resources are on-point and relevant to district leaders in the “new normal” of constant change.

**CoSN 2021 Virtual Conference**

The 2021 Annual CoSN Conference, scheduled for March 2-4, features interactive breakout sessions, LIVE keynotes, unique networking opportunities, and more. Learn more and register for CoSN 2021 at: [https://cosnconference.org](https://cosnconference.org).

**CoSN Membership**

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.
BVL MARCH Update

We picked a few videos you might find helpful this month

Baird is dedicated to your district and your school finance needs. Although the BVL library is full of useful videos to be accessed anytime, this month in the business office, you might be interested in the below videos:

BUSINESS OFFICE TASKS AND TO-DO’S

Accounts Payable
Accounts Receivable
Budget Amendments

WHO-WHAT-WHY SERIES

Cooperative Program Agreements
Difference Between Headcount and FTE
When Can a District Go to Referendum?
I Have Money Left Over From My Projects, Now What?

REFERENDUM PLANNING AND ISSUING DEBT

Continuing Disclosure
Reporting Debt to the DPI

If you have any questions on the above videos, or if you have any comments on how the BVL can better serve your district, let us know! Reach out to any member of our team below; we’d be happy to help.

Dennis Birr
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Diane Pertzborn
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TUESDAY, APRIL 13:

BREAKOUTS - Available starting at 12 noon.

PLEASE NOTE THAT THESE BREAKOUTS HAVE BEEN PRE-RECORDED.

Conference registrants will be able to view all 5 breakouts at any time starting at noon on Tuesday, April 13. Contact information for each presenter will be available for follow up questions. The General Sessions will all be conducted live but will also be recorded for you to view following the conference.

1. ALTERNATIVE SEARCH ENGINES
Most of us begin (and end) our searching in Google. Did you realize there are a variety of general and vertical search engines that provide different results? This session will explore a variety of alternative search engines to enhance your online experience
Bev Butula, Director of Library Services, Davis Kuelthau

2. PARLIAMENTARY PROCEDURE: "ROBERT'S RULES" AND THE WISCONSIN STATUTES
Rules of procedure are important for meetings of school boards, subunits, and committees to be as efficient and productive as possible. Parliamentary procedure as set forth in Robert's Rules of Order and the Wisconsin statutes are the primary sources recognized as governing procedures of such meetings. This presentation will review both the basic and the subtle aspects of these procedures, particularly those that commonly arise while WASSA members are taking notes to draft the minutes of the meeting. The objective will be to provide you with an enhanced understanding of the applicable rules of procedure in specific circumstances with which you are very familiar.
Attorneys Mike Julka and Doug Witte, Boardman & Clark LLP

3. THE GREAT RESPONSIBILITY OF CULTURAL HUMILITY
From microaggressions to systemic inequities, this critical conversation will amplify experiences from the margins through a race explicit (not exclusive) lens. By leaning on her personal truth and reflecting on the joys, challenges, and successes felt across 15+ years of story-holding through her leadership on a Hate Response Team and within a department focused on campus climate, Amanda will present a cultural humility framework to push for an educational revolution that advances equity and justice.
Amanda Goodenough, Director of Campus Climate, Division of Diversity & Inclusion, UW-La Crosse

4. COVID AND COVID LEAVE MANAGEMENT
WASSA members have been at the forefront of COVID-19 management for school districts since the beginnings of the pandemic. That responsibility has and likely will continue until we are able to conquer COVID-19. Employee leave. Quarantine periods for staff and students. Isolation obligations. All impact the superintendent's assistant's job and often give primary management responsibilities to her/him in these areas. Join Kirk Strang of Strang, Patteson, Renning, Lewis & Lacy for what we hope is among the final legal discussions of the pandemic and how to manage it at the district office level.
Attorney Kirk Strang, Strang, Patteson, Renning, Lewis & Lacy
5. POLICY PARADISE
Are you tired of travel restrictions, wearing masks, and eating too much food you have to cook? How about joining us for a digital dinner of delectable policy delights, staged in a virtual setting of white sand beaches and palm trees?

_Beverages:_
• Appetizers:
  • Artichoke Special Update Dip - 2019-20 was a special year.

_Salads and Soups:_
• Split Policy Soup - Dividing can be disastrous.
• Signature Tossed Policies - Never forget to add these policies into the bowl.

_Entrees:_
Title IX Tilapia - Warning: may make you look like you swallowed the lemon.
Chicken Pot Turnover Policies - Change may be just around the corner. Be ready!

_Dessert:_
• Funnel Your Policies Cake - Some sweet tips to keep current on policy - whether you use Neola or not.


LIVESTREAM:

1:00 p.m. WELCOME - Jon Bales, Executive Director, WASDA

1:15 p.m. GENERAL SESSION

10 Legal Developments That Affect Your Job and How You Do it
Sometimes it's all about you. This General Session looks at the executive assistant to the superintendent position and considers legal developments that uniquely affect those who serve and how they do their jobs. This session will focus on the latest legal news from Washington, Wisconsin State Government, state and federal agencies, and more, but with the WASSA member's perspective and essential question: what am I supposed to do about all this? Join Kirk Strang of Strang, Patteson, Renning, Lewis & Lacy for a lively, fresh discussion of new legal developments and issues, and how they affect you as a new presidential administration, Congress, and agency personnel get to work.

Attorney Kirk Strang, Strang, Patteson, Renning, Lewis & Lacy

2:30 p.m. BREAK

2:45 p.m. GENERAL SESSION

SAA Legislative Update
In this session, SAA Executive Director John Forester will review the SAA's top state budget priorities, discuss the status of the current 2021-23 state budget deliberations inside the State Capitol and highlight important ways that school administrators can successfully advocate for their students during the state budget process. Finally, John will leave time to answer member questions.

John Forester, Executive Director, SAA

3:45 p.m. ADJOURN
WEDNESDAY, APRIL 14:

8:00 a.m. GENERAL SESSION

The Impact of 30 Second Moments
960. That is the number of 30-second increments we get in an 8 hour day. 960 chances to change a life. 960 opportunities to share a story. 960 times to make a student, parent, or community member feel like they are part of your school. Moments have the ability to stick in our brains forever. A sight, smell, or taste brings us back to our childhood. We have a responsibility to be intentional about how we utilize these moments. The fact is simply this...you will be remembered, the only question is how. Every 30 seconds matter.
Joe Sanfelippo, Supt., Fall Creek

9:30 a.m. BREAK

9:45 a.m. GENERAL SESSION

Supporting your Superintendent Panel
Our Superintendent's juggle many responsibilities and challenges on a daily basis. How can we, as their Assistants, support them at a higher more efficient level? This will be a collaborative session where a panel of several Assistants from districts of varying sizes will share creative and innovative ways that they support their Superintendent's on a daily basis.

Moderator - Jessica Doyle-Rudin, Asst., Kenosha
Kristi Deaver - Kickapoo
Stacy Lockington - Holmen
Tim Miner - Hudson
Shelia Lefeber - Kiel

11:00 a.m BREAK

11:15 a.m. GENERAL SESSION

Legal Q & A

Back by popular demand! WASSA members confront a variety of legal challenges, and not a year goes by where superintendent's assistants won't see old problems generate new legal issues. Mix in a healthy dose of new laws and regulations, legal developments in our courts, and agency decision making, and there's almost no legal developments or issues affecting schools that WASSA members won't play a role in handling. Join Kirk Strang of Strang, Patteson, Renning, Lewis & Lacy for this WASSA favorite.

Attorney Kirk Strang, Strang, Patteson, Renning, Lewis & Lacy

12:00 p.m. CLOSING REMARKS/CONFERENCE ADJOURNS