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 now open for the WASDA Fall Superintendents Conference to be held September 20-22. We are very excited to welcome you all back to Madison in September! Our complete calendar of events is available online.

It was great to see so many of our members in Door County for the Annual Legal Seminar! Be sure to mark your calendar for next year’s event at the Stone Harbor Resort in Sturgeon Bay on July 24-26, 2024.

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
2023 WASDA Fall Superintendents Conference
WASDA Executive Director’s Report
The Capitol Report - Dee Pettack, Executive Director, SAA
64 Districts to Have New Administrators
First Year Superintendents Academy
New Superintendents
Klamm is new WASDA Liaison to WSPRA Board
Baird Video Library Update
2023-24 Academy Sessions for Second & Third Year Supts.
Fall School Finance Workshops
Supporting Principal Excellence Academy
2024 Superintendent of the Year Process
WASDA Sponsored Membership Opportunity
CoSN Digital Equity Dashboard
Superintendent Vacancies
WASDA Calendar of Events
Greetings WASDA Members - It was so good to see many of you at the Legal Seminar in Sturgeon Bay in July. Although we proactively plan months in advance for the next school year, for me, the event signals the “final ramp up.” For those who attended the legal seminar, I hope you found this event worthwhile, energizing, and enlightening.

On Your Marks, Get Set…Go! Given the fast-paced nature of our work, it can often be challenging to find moments for meaningful reflection on how we can continue to grow and excel in our roles and better serve our districts. I encourage each of you to carve out dedicated time for introspection, allowing yourself to delve deeply into how you can have the greatest impact, making a positive difference in your leadership role.

Here are some questions to consider either alone or with key leaders in your district as you prepare for the next year:

1. What has been working well in your role that you want to continue doing in the next school year?
2. What have been the points of contention or systems/practices that might cause you and your team to think about doing things differently? What might that look like?
3. What are your district’s greatest points of pride and accomplishments, as well opportunities for growth?
4. Is there a clear understanding and collective commitment to the district’s goals and priorities between board members, leadership team members, and the school community? How do you know?
5. How can you create regular feedback loops to be sure you are getting a true sense of what is happening in classrooms, schools, the district as a whole, as well as the greater community?
6. What have been our most valuable lessons or practices gleaned from the COVID Era?
7. What should we de-implement? Why?

I am certain there are other questions to consider that are unique to your district. These types of questions focus on things that Stephen Covey refers to as a Quadrant II: things that are important but not urgent. The COVID Era placed all of us in Quadrant I (see image). It is not healthy to stay in Quadrant I for too long. Quadrant II is the place where we can do our best generative leadership, collaboration, and work.
**What is your Why?**

According to Simon Sinek, successful leaders first identify their purpose, vision, or cause. They follow the “Golden Circle” formula which starts with working out their “Why,” followed by the “How” and “What” - not the other way around.

As we continue to prepare for the start of the 2023-24 school year, I believe, “What is your why?” is a timely question as it helps us to remember why we do what we do, either personally and/or professionally. I invite you to “remember your why.” Remembering our why can help us stay focused on the most important and challenging tasks. Here are some thoughts I shared with our team last year at our All Staff Welcome Back.

**Q#1 - What might happen when we lose sight of our why?**

1. When we lose our why, we may lose our spirit.
2. When we lose our why, we may lose our sense of humor.
3. When we lose our why, we may lose our tenacity, resiliency, and our drive.
4. When we lose our why, we may lose our way.
5. When we lose our why, we might get lost.

**Q#2 - What can happen when we remember our why?**

1. When we remember our why, we can better maintain our balance, our strength, our resilience.
2. When we remember our why, we enhance our ability to persevere and can better move through life’s barriers and challenges.
3. When we remember our why, we stay true to our purpose and can better sustain and serve those we love and those around us.
4. When we remember our why, we enhance our ability to create meaning around very important experiences, maintain enthusiasm, and nurture important and meaningful relationships.

I invite you to “remember your why.”

**The 2023 Fall Superintendents Conference with the State Superintendent of Public Instruction**

**Dr. Jill Underly** - Be sure to sign-up. Additional programming information is available on the WASDA website. We hope to see you there!

In closing, I extend my deepest gratitude for your unwavering professionalism and steadfast dedication to serving all the students in the State of Wisconsin. Your work holds immense significance, as each one of you is uniquely positioned to fulfill our shared vision of creating a brighter future for every student under our care. Through your role, you possess the power to positively shape the educational culture, lead and support those who directly impact our students, and forge effective partnerships with our school boards and greater communities. Should you ever require any assistance or support, please feel free to reach out without hesitation. You can contact me at john.thomsen@wfbschools.com.

Be well,

[Signature]

John
2023 FALL SUPERINTENDENTS CONFERENCE
Presented by WASDA
in cooperation with the
Wisconsin Department of Public Instruction
State Superintendent

SEPTEMBER 20-22, 2023
MADISON CONCOURSE HOTEL

REGISTER TODAY AT WWW.WASDA.ORG!

BOOK YOUR HOTEL ROOM NOW!

Concourse Hotel - Madison - (800) 356-8293
The room block with a room rate of $190 Concourse Premier Room/$240 Governor's Club Room will be available until August 20th (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 August 20. Please call (800) 356-8293 and tell the reservations department that you are with the WASDA Fall Superintendents Conference 2023.

DOWNTOWN MADISON HOTELS:

MADISON CONCOURSE HOTEL - 1-800-356-8293
MADISON MONONA TERRACE HILTON HOTEL - 1-866-255-5100
BEST WESTERN PREMIER PARK HOTEL - 1-608-285-8000
DOUBLETREE OF MADISON - 1-608-251-5511
GRADUATE MADISON - 1-800-589-6285

FOR MORE HOTELS IN MADISON PLEASE VISIT:
www.visitmadison.com
Executive Director’s Message
August 2023
Dr. Jon Bales

It's August - That Interesting Month of Ready-Set-Go!
Best to All and Let's Get Together

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.
64 DISTRICTS HAVE NEW ADMINISTRATORS

According to the records in the WASDA office as of July 31, 2023, 64 school districts in Wisconsin have or will have a new chief school district administrators for the 2023-24 school year. Of the 64 districts that will have new superintendents, 40 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

- Antigo
  - Glenda Oginski*

- Argyle
  - Randy Refsland

- Arrowhead UHS
  - Conrad Farner

- Beecher-Dunbar-Pembine
  - Lynn Stankevich*

- Bloomer
  - Lee Bush (Interim)

- Bruce
  - Jeff Walsh

- Burlington
  - Jill Oelslager*

- Cadott
  - Josh Spaeth*

- CESA #10
  - Jordan Sinz

- CESA #11
  - Brandon Robinson

- Clayton
  - Patrick Sturzl

- Colby
  - Patrick Galligan*

- Crandon
  - Kirby Schultz* (Interim)

- Evansville
  - Steve Lutzke (Interim)

- Fall Creek
  - Brad Ceranski*

- Florence
  - Joe Innis (Interim)

- Glenwood City
  - VACANT

- Granton
  - Nancy Popp*

- Green Bay
  - Claude Tiller Jr.*

- Hartford Jt. 1
  - Tara Villalobos

- Hartford-Lakeside
  - Tina Johnson*

- Highland
  - Josh Terrell*

- Hillsboro
  - Rich Moyer*

- Holy Hill
  - Tim Onsager (Interim)

- Iola-Scandinavia
  - Chris Nelson*

- Ithaca
  - Greg Herbst*

- Kickapoo
  - Kimberly Johnson*

- Laona
  - Larry Palubicki

- Madison
  - Lisa Kvistad* (Interim)

- Manawa
  - Ryan Peterson*

- Maple
  - Karl Morrin

- Melrose-Mindoro
  - Deanna Wiatt*

- Menasha
  - Matthew Zimmerman*

- Menomonee Falls
  - David Munoz

- Mishicot
  - Cory Erlandson*

- Mosinee
  - Rob Way (Interim)

- Mukwonago
  - Joe Koch*

- Neekosa
  - Nathan Black*

- Osceola
  - Becky Styles* (Interim)

- Palmyra-Eagle
  - Ryan Kohn

- Parkview
  - Wayne Anderson (Int.)

- Phillips
  - Rachel Hoffman*

- Port Washington-Saukville
  - Mel Nettesheim* (Int.)

- Prairie Farm
  - Cory Berghammer* (Int.)

- Racine
  - Soren Gajewski* (Int.)

- Seneca
  - Alex Osterkamp*

- Shorewood
  - Laurie Burgos

- Silver Lake
  - Kimberly Taylor*

- Solon Springs
  - Peter Hopke*

- South Milwaukee
  - Deidre Roemer*

- Southern Door
  - Jason Melotte* (Interim)

- Stone Bank
  - Jon Schlesner (Interim)

- Swallow
  - Jim Ries*

- Syble Hopp
  - VACANT

- Tomorrow River
  - Ryan Ruggles*

- Union Grove UHS
  - Thomas Johnson*

- Unity
  - Zachart Fugate*

- Wabeno
  - Bill Taylor*

- Wautoma
  - Jewel Mucklin*

- West Allis-West Milwaukee
  - Tarrynce Robinson*

- Westfield
  - Michelle Johnson*

- Wisconsin Heights
  - Craig Gerlach (Interim)

- Wonewoc-Union Center
  - Mike Beranek

- Wrightstown
  - Andy Space
WASDA is committed to supporting the success of each new superintendent with induction experiences through the First Year Superintendents Academy. Opportunities include in-person workshops, virtual webinars, coaching, and just-in-time e-mail blasts.

Academy content for 2023-24 will give particular attention to supporting superintendent decisions associated with leading and operating schools during these challenging times including building relationships with the school community, navigating the political context associated with decisions, and addressing widening student achievement gaps. The Academy syllabus specifically emphasizes developing successful board/superintendent relationships, promoting student achievement and closing achievement gaps, implementing evidence-based practices, developing and leading staff, wise business and fiscal stewardship, addressing school legal issues, effective communications, and community engagement.

Academy presenters will engage leaders with relevant, just-in-time content for application fulfilling district responsibilities. Session objectives are designed specifically to assist new superintendents to apply high-leverage strategies to achieve results and avoid common errors that can create significant problems.

The 2023-24 First Year Superintendents Academy will combine in-person and virtual learning opportunities. The first two academy sessions (August 2 and 3) will be in-person workshops. The September and April in-person sessions are scheduled to accompany WASDA's Fall Conference and Spring Annual Educational Conference. Virtual sessions will be held two or three times per month via Zoom™ with the session being 1 ½ hours long.

Each first-year superintendent will be paired with a highly regarded, experienced superintendent for coaching. The coaching experience reaches beyond the simplistic textbook answers for issues to consider the nuances and subtleties of leadership which high performing leaders have mastered.

The first academy sessions are scheduled for August. A complete calendar of events can be found here.

NEW SUPERINTENDENTS

If you are leaving your district, please be sure to notify the WASDA office of the name of the new person who will be assuming the superintendency. If the new person is either new to the superintendency or new to the state of Wisconsin, be sure to have them hold the dates of August 2-3 for the initial First Year Superintendents Workshop for the 2023-24 school year, which will be held at the Holiday Inn-Stevens Point.

REGISTER FOR THE FIRST YEAR SUPERINTENDENTS ACADEMY AT WWW.WASDA.ORG!
Klamm is new WASDA Liaison to WSPRA Board

Phill Klamm, Superintendent of Walworth Jt. School District #1, has been named the new WASDA Liaison to the Wisconsin School Public Relations Association Board of Directors.

WSPRA would also be remiss if it didn't thank outgoing WASDA Liaison Dr. Melissa Thompson, former Swallow Superintendent, for all she has done.

Get to know Phill:

Hometown: Burlington

College(s) and degree(s): UW-Whitewater - Physical Education (B.Ed.) - Curriculum and Instruction (M.Ed.) - UW-Milwaukee - Superintendent's License

Why WSPRA?: The future of education is determined by today's communication. WSPRA is where district leaders go to continuously improve their approach to school communication.

Little Known Fact About You: I moved my family to Kenya, homeschooled my kids, volunteered, and lived in a mud house for a few months.

Fun Fact About Your District: Walworth is very proud of our rich history. Our current school was built in 1902 and is located on the same land as the original school was 170 years ago.

What is a quote or piece of advice that has served you well throughout life?: "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has." - Margaret Mead

To learn more about WSPRA, visit https://www.wspra.org/
BVL AUGUST 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:

- Annual Meeting
- Annual Meeting Publications
- Budget Hearing and Adoption
- Cash Flow
- Cash Defeasance
- DPI Reporting – Summer School
- Referendum Information – Operational Referendum
- Referendum Information – Capital Referendum
- RL NR exemptions Energy Efficiency Exemption
- Summer School Reporting
- Who-What-Why Series – What does Being Positively or negatively Aided Mean?
- Who-What-Why Series What are the Different Types of Referenda

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
School Business Specialist
608-415-1254
dbirr@rwbaird.com

Debby Brunett
School Business Specialist
715-552-3567
dbrunett@rwbaird.com

Keith Lucius
School Business Specialist
920-634-6999
klucius@rwbaird.com

Todd Hajewski
School Business Specialist
414-298-1974
thajewski@rwbaird.com

Elise Murn
Coordinator
414-298-2324
emurn@rwbaird.com

Diane Pertzborn
School Business Specialist
608-438-8125
dperzborn@rwbaird.com
2023-24 Academy Sessions for Second and Third Year Superintendents

WASDA is pleased to support continued growth and refinement of leadership skills of second and third year superintendents by offering programming targeting the needs of early career leaders. Superintendents may register for new virtual academy sessions designed to enhance leadership performance based on input from practitioners in the field. A coaching option is offered to further accelerate learning. Participants may also engage in all the new First Year Superintendents Academy sessions and revisit for clarity or refinement all other First Year Academy sessions, live or recorded.

The complete syllabus and registration link for second and third year superintendents can be found here.

GETTING SCHOOL FINANCE RIGHT:
FROM THE BUDGET TO THE LEVY

MONDAY, OCTOBER 16, 2023 - WASDA SCHOOL LEADERSHIP CENTER - MADISON
TUESDAY, OCTOBER 17, 2023 - HOLIDAY INN - WAUSAU/ROTHSCHILD
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 Financial Services 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 review of the 2023-24 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 various state aids received, including the state aids for exempt business computers and personal property
- Conceptual overview of Equalization & Special Adjustment Aid (General School Aids)
- 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 Financial Services Team. The goal is for you to be confident in your budget, revenue limit and general school 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 2023-24 October 15 revenue limit worksheet*
- Your district's Oct. 15th Certification of 2023-24 General School Aids from DPI*
- Your district's 3rd Friday in September 2023 membership count, including 2023 summer school*
- Your district’s 2023 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
Wisconsin public school districts face unprecedented challenges and opportunities. The attorneys at Renning, Lewis & Lacy, s.c., are dedicated to helping you meet the challenges and take advantage of the opportunities.
2023-24 SUPPORTING PRINCIPAL EXCELLENCE: PROFESSIONAL GROWTH COACHING FOR LEADERS

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:

- Identify strategies to determine best practices in teaching and learning.
- 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.
- Learn a process for determining local academic priorities and problems of practice.
- Understand how to identify a shared problem of practice and recognize strategies to impact change.

Practice Objectives:

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

Academy Dates
Each workshop will be held at the Wisconsin School Leadership Center in Madison and begin with registration and breakfast at 7:30 a.m. and conclude by 3:00 pm.

- Wednesday, November 1, 2023
- Thursday, December 14, 2023
- Tuesday, January 23, 2024
- Thursday, March 14, 2024

The sessions are intended to build upon each other and therefore you are to attend all four sessions.

Register at www.wasda.org
About the Program
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, Corebridge Financial and AASA.

Eligibility
To be eligible for the National Superintendent of the Year® Award, candidates must first be named by their state association as the State Superintendent of the Year.

Any AASA Affiliate Association State Superintendent of the Year® who plans to continue in the profession may be nominated or apply.

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.

Staff Contact:
Jennifer Rooney Director, Meetings & Awards
703-875-0709
jrooney@aasa.org
WASDA SPONSORED MEMBERSHIP OPPORTUNITY

Did you know…. 

WASDA provides a Sponsored Member category? Have you thought about tapping a member of your district to encourage them to consider the role of superintendent? Do you want to encourage leaders in your organization to aspire to the superintendency and expand their professional learning and network? If so, you may want to consider supporting leaders within your organization by registering them for a Sponsored Membership in WASDA.

The WASDA Sponsored Member is an educator that is recommended for membership from a current full voting WASDA Member. The fee for this membership is one-half of the current WASDA full voting membership fee, or $590 for the 2023-24 membership year. Sponsored Members receive all WASDA mailings and are able to register for and attend WASDA conferences at the member rate. A Sponsored Member is not a voting member of WASDA and therefore is not eligible to vote in WASDA elections or hold an office, nor are they eligible for legal support.

We encourage you to take advantage of this opportunity and register your leaders for a Sponsored Membership in WASDA today. If you register now, your Sponsored Member will receive the benefits of membership through June 30, 2024.
CoSN recently launched a Digital Equity Dashboard to assist school districts and communities in leveraging data to address digital equity challenges. This new tool integrates a variety of national data sets into a comprehensive dashboard that sorts the data by county, school district and zip code. Through this data analytics process the CoSN Digital Equity Dashboard provides school leaders with timely and valuable data for their critical work in addressing digital equity concerns.

“Previous research by CoSN found that although most students returned to school last year following remote learning, there was more internet traffic on the school network from outside of school hours than during school hours,” said Keith Krueger, CEO of CoSN. “Home access is critical to bridge the Homework Gap, especially for low-income, disproportionately Black and Hispanic students. This tool will give school leaders actionable information about where the problem exists.”

The Digital Equity Dashboard offers school districts multiple ways to maximize data when making decisions about equity. For example, school leaders can examine data to identify how many households within their district boundaries do not have internet access. The Dashboard enables users to compare internet upload and download statistics in order to address the issues involved in equitable access to high-quality broadband. Additionally, the Dashboard provides data related to health, educational attainment, income and other demographics, thereby enabling school leaders to correlate specific outcomes to levels of internet access.

The Digital Equity Dashboard was developed in partnership with Innive and with support from Dell Technologies and Google.

Interested in learning more about how school districts and communities can effectively use the CoSN Digital Equity Dashboard? CoSN provides informative free video tutorials at cosn.org/dedashboard. And be sure to visit the CoSN Digital Equity website for more tools and information on leading for digital equity.

EmpowerED Superintendents edLeader Panel Series:
The EmpowerED Superintendents edLeader Panel Series has concluded its fifth year of monthly broadcasts which look at technology innovations through the lens of Superintendent Leadership. Season 6 will launch in September 2023. This series is co-hosted by AASA and CoSN in partnership with edWeb.net. The EmpowerED Superintendents edLeader Panel Series is graciously sponsored by ClassLink. If you missed previous live broadcasts you are welcome to access recordings as well as podcasts of many of the broadcasts at https://home.edweb.net/supers/.

CoSN Membership:
If you, your school or district would like more information about joining CoSN or getting more involved with CoSN, please contact membership@cosn.org.

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