

General Session

3 – 5 PM | *Wisconsin Center*

Presiding: **Stu Olson**, WASB President, Shell Lake School District



Stu Olson

The Fort Atkinson High School Jazz Ensemble will kick off the second general session of the 96th State Education Convention.

Wisconsin school board members who have served 20, 30, or 40 years will be recognized during a special ceremony.

WASB President **Stu Olson** will reflect on his year as WASB president before handing the gavel onto the next WASB president.

Liz Murray, best-selling author of “Breaking Night,” will share her triumphant story of overcoming homelessness at age 15 to graduating from Harvard University on a full scholarship.

JANUARY 19, 2017



Liz Murray

“I started to grasp the value of the lessons learned while living on the streets. I knew after overcoming those daily obstacles that next to nothing could hold me down.”



THURSDAY KEYNOTE SPEAKER

Liz Murray’s life is a triumph over adversity and a stunning example of the importance of dreaming big. Murray’s life as the child of cocaine-addicted parents in the Bronx was bitterly grim.

By age 15, Murray’s mom had died and she was homeless — living on the streets, riding the subway all night, and eating from dumpsters. Amidst this pain, Murray always imagined her life could be much better than it was. Determined to take charge of her life, Murray finished high school in just two years and was awarded a full scholarship to Harvard University, all while

camping out in New York City parks and subway stations.

Murray’s story is exhilarating and inspirational. Her delivery is innocently honest, as she takes audiences on a very personal journey where she achieves the improbable.

Her memoir, “Breaking Night,” landed on the *New York Times* best seller list within a week of its release and quickly became an international bestseller. Murray is passionate about speaking on the importance of personal motivation, transforming problems into opportunities, and what it takes to make a difference in people’s lives.

THURSDAY Break-out Sessions

PLEASE NOTE: Sessions may be updated or added. For an up-to-date schedule (with times and room numbers), visit wasb.org/convention.

● Go Go Gadgets

Have you ever wondered what new technologies are currently being used in schools, as well as what lies ahead for amazing technologies? Some of the technologies that will be featured are: Double Robotics Robot, Myo Armband, Spheros, augmented reality, virtual reality, and many more.
Sheboygan Area School District

● Building Community Support for Facilities Starts with Us

Muskego-Norway School District administration, board members and key partners will provide participants with the strategies they deployed to engage the community in a compre-

hensive master planning process. Learn about specific communication tools and collaboration strategies that resulted in community support of a referendum. The team will share the effective steps deployed and lessons learned along the way.

Muskego-Norway School District

● Narrowing and Closing the Achievement Gap Must Begin with Addressing the Social and Emotional Gap

Dr. Gary Williams of the University of Wisconsin-Milwaukee has dedicated his career to the theory and practice of educating minority and disadvantaged students. This session will include a brief, formal presentation by Dr. Williams followed by an

engaging, solutions-based dialogue with school leaders on what can be done to address the social and emotional needs of all students.

University of Wisconsin-Milwaukee

● Law Enforcement in Schools and Education Under Arrest

The welcoming of law enforcement in schools presents additional hurdles and challenges, including an increased risk of liability. This session explores the necessity of contracting with law enforcement for presence in schools, use of surveillance cameras in buildings and on buses, and interrogation of students.

von Briesen and Roper, s.c.

● **Open Session on School Law Issues**

Ask presenting attorneys any questions related to school law or a policy issue. Feel free to come with your own questions or simply listen to the discussion.
Wisconsin School Attorneys Association

● **Cash Reserve (Fund Balance) and Long-Term Fiscal Health**

Presenters will explain the importance of fund balance and illuminate criteria for why sustaining a strong fund balance is crucial to the fiscal health of a school district. This session will cover the effect of cash reserve on cash flow, and the items of fund balance board policy that should be in place.
CESA 1

● **Strategic Planning: Strategies for Plan Deployment and Monitoring**

Learn about the WASB Strategic Planning Process, which involves community input, administrative leadership, and school board endorsement. The session will also highlight a deployment process for the strategic plan and procedures for monitoring plan progress through the school board's regular work activities.
WASB

● **How Are Wisconsin School Districts Preparing for Unwanted Threats?**

Panelists will share how they have proactively taken steps to train their administration, staff and students. ALICE Training provides options and bullying awareness provides prevention. Leave motivated to implement safety procedures in your district.
Howard-Suamico School District

● **Beyond Branding: Living Your Mission and Vision Every Day**

Five years ago, the Sheboygan Falls Schools District began a journey to develop its mission, vision and commitments. From staff, to the board, to administration and the community, the district is engaging its stakeholders to help develop the district climate where schools are viewed as the community's greatest asset.
Sheboygan Falls School District

● **Hot Topics in Instructional Leadership**

This session will outline three current hot topics related to instructional leadership: future-focused leadership, creating the conditions for instructional success, and the educator as an advocate. Board members and district administrators will be equipped to go back home and understand what they are looking for when they ask the question, "How are we implementing this work?"
DeForest School District

● **High Expectations and Opportunities for Poverty in Education**

Learn how the HOPE (High Expectations and Opportunities for Poverty in Education) Center at CESA 6 works with districts to help them gain key skills and practical strategies for academic success for students living in poverty. Through the HOPE

Center, districts realize the benefits of fully engaged students.
CESA 6

● **Focus on Wisconsin Schools: How to Fund Energy Efficiency**

Learn about Focus on Energy and the Wisconsin Office of Energy Innovation's Municipal Energy Efficiency Technical Assistance Program. These two statewide entities are helping schools save money through expert advice, educational resources, and financial incentives. Attendees will learn how to utilize funding options and energy-efficient strategies from these two agencies to help implement energy-saving projects in their district.
Focus on Energy

● **Tools & Strategies for Effective Evaluation in Science/STEM**

This session will engage participants in sharing their work in program evaluation, specifically in the contexts of

THURSDAY MEAL & NETWORKING PROGRAMS

■ **WASB Breakfast Program**

*Thursday, Jan. 19, 7-8:30am | Pre-registration required, \$36
Crystal Ballroom, Hilton Milwaukee City Center*

Be a Possibilitarian. In this high-energy, enthusiastic, and sometimes hard-hitting presentation, Dr. JoAnne Owens-Nauslar will share lessons she has learned from being a Possibilitarian — someone who is highly optimistic, every day. Considered one of the nation's most vocal personalities on the importance of needing to "move to improve," Dr. Jo talks about how you must take care of yourself before helping others. A former teacher and physical education advocate, Dr. Jo will share four of the most vital parts of being a Possibilitarian ... laughing, learning, sharing, and networking. In addition, she will teach us how to adjust our attitudes and cope in this sometimes stressful, high-anxiety world we live in. Her presentation is not only high-energy and powerful, it's downright fun.

Dr. JoAnne Owens-Nauslar has spent 43 years promoting the benefits of healthy active living. She is a past president of the National Association for Sport and Physical Education and the American Alliance for Health, Physical Education, Recreation, and Dance. Dr. Jo taught at all levels and was the Director of Professional Development for the American School Health Association.



Dr. JoAnne Owens-Nauslar



■ **WASDA Luncheon**

*Thursday, Jan. 19, Noon – 1:15 pm
Pre-registration required, \$38*

Hosted by the Wisconsin Association of School District Administrators, featuring the 2017 Superintendent of the Year. *This is a ticketed event and requires pre-registration.*

■ **WASBO Luncheon**

*Thursday, Jan. 19, Noon – 1:15 pm
Pre-registration required, \$38*

Join the Wisconsin Association of School Business Officials at its annual luncheon. Hear from the 2017 Wisconsin School Business Official of the Year. *This is a ticketed event and requires pre-registration.*

science and STEM curriculum. Presenters will review two tools to support this work: a self-reflection rubric for STEM programs developed by STEM Wisconsin and an instructional resources review tool for science.
Wisconsin Department of Public Instruction

● **Let's Go Southern Door! How Healthcare and School Partnerships Can Engage Students, Staff, and Community in Health and Wellness**

The Southern Door County School District partnered with Ministry Medical Center to open a full-service, year-round community clinic at the school in 2016. Learn about this unique model, how you can start your own school-based clinic, and explore opportunities to strengthen engagement of students, staff, and community in healthy lifestyles.
Southern Door County School District

● **Trending: Matching/Vesting to Improve Recruitment and Retention**

Many districts now offer matching and vesting contributions through their 403(b) programs to improve recruitment and retention of quality staff. However, the details of your program and how it's communicated will determine its success. Hear one district's experience, including why they made the decision, how the rollout process worked, staff response, and the impact on recruitment and retention.
WEA Member Benefits

● **System Alignment for Continuous Improvement**

Learn about a process used to collect data at the school and system level to help schools assess the status of critical system supports, to define system targets for intervention and to develop action plans that address observed barriers to successful school improvement efforts.
CESA 2

● **A Unique Program for Students Aged 18-21 Years Old with Special Needs**

Learn how two school districts developed and operate an individualized program to meet the needs of students

aged 18-21 with special education needs in a residential environment.

Burlington Area School District

● **Board/Superintendent Relations and the Importance of the Superintendent Evaluation**

Relationships are a cornerstone of an effective school board. This session will provide some key factors and tips in establishing and maintaining a strong working relationship between the school board and superintendent. The presentation will also introduce key components of a superintendent evaluation system that provides feedback focused on continuous improvement and promotes a team building relationship.

WASB

● **Wisconsin School Funding – Contributing to Educational Opportunity Roadblocks?**

A new study released by the Association for Equity in Funding has answers to an important question: “Does the Wisconsin school funding model have a negative impact on student outcome?” The analysis of 10 years of data demonstrate that our school funding model actually contributes to inequity of educational opportunity – and the results impact every school district in the state.

Association for Equity in Funding

● **Using Future Search to Engage Your Community**

Hear how three very different districts engaged their community in a thoughtful and deliberate process. Using a methodology called Future Search, each of these districts brought their whole system together (represented by over 100 citizens). Over three days, they determined a common ground, a shared vision, and specific outcomes that helped to shape the district's priorities for the next decade.

WASDA

● **Community, Fab Labs and Kaizen: Rethinking Tech Ed in Ripon**

Ripon Area School District hosted a kaizen event facilitated by a third

2017 Spouse EXCURSION

Harley-Davidson Museum
Thursday, Jan 19

Take a tour of the Harley-Davidson Museum. See the best of American design and culture — seasoned with freedom and rebellion, showcased in a landmark building. Spouse excursion includes lunch at the Harley-Davidson's Motor Restaurant.

party that brought together industry and educational leaders to plan and design space within a new facility to prepare both students and community members for careers in manufacturing and engineering. Learn how you can tap into the expertise in your district.

Plunkett Raysich Architects, LLP

● **Data Leadership with WISExplore**

Learn about Wisconsin's data leadership efforts and the public data sources available to school board members, district staff and the community. Learn how to navigate the WISEdash public portal and about new data. Presentation slides will provide step-by-step instructions and tips to navigate the data dashboards.

Department of Public Instruction

● **Removing Educational Barriers: Leveraging Video Technology**

Are you struggling to hire or retain teachers? Do you wish you could provide more dual-credit opportunities for your students? Is there a need for career training in your school and community? Does your district have a need for a plan to provide more for students with less funding? Remove educational barriers by leveraging video technology.

Riverdale School District

● **Revenue Limits**

The school revenue limit is the major base for school funding in Wisconsin. The revenue limit sets the total dollars that can be raised through state equalization aid and local property taxes and is based directly on the

number of residents attending a public school from within a school district's boundaries. Learn how the revenue limit is calculated and what variables are included in the calculation beyond student membership.

Department of Public Instruction

● **Equalization Aid**

The Department of Public Instruction Finance Team will discuss the variables and factors influencing each district's share of equalization aid and what your district can expect in the future based on current law. This session will cover every level of experience.

Department of Public Instruction

UNSESSIONS: Share & Gain Ideas

● **I Saw it on Facebook**

Have you stepped up efforts to "get out the word" about your district only to be attacked, rebuffed or discredited in social media platforms? Attendees are invited to share and talk about strategies they have used to advance positive district messaging and to disrupt or disarm negative social media messaging. Bring ideas and strategies to share and learn from others.

Verona Area School District

● **Board Governance: Roundtable Discussions**

Participate in roundtable discussions with experienced school board members and WASB experts on any topic of interest to you. Discuss what you've learned in earlier sessions or come with specific questions. Whether you are a new board member or a seasoned veteran, this session will give you the opportunity to get the insight of board members from around the state.

WASB

● **New Law Update**

WASB staff will review legal developments over the last year, including new laws and significant court cases and administrative actions. Topics covered include the Every Student Succeeds Act, Wisconsin laws adopted in 2016, recent guidance from the Equal Employment Opportunity Commission and the U.S. Department of Agriculture.

WASB

● **Academic & Career Planning: How it Started in Mishicot!**

While schools have many college and career opportunities in place, random acts of career development do not equal true academic and career planning (ACP). The path to move beyond an elective or add-on experience for some students to an integrated, personalized journey for every student will require a systems approach. Learn about one district's ACP approach, which moved post-high school planning from a counselor activity to one that is created and driven by every student.

Mishicot School District

● **Impact of Voucher and Charters on Wisconsin Public Schools**

Learn about the effects, issues and concerns about school vouchers and charter schools at the local and statewide levels. Information will be shared about specific local school districts as well as statewide information.

WASBO

● **The New and Evolving Threats to Cyber Security**

Presenters will begin with addressing social media risks, strategies to combat those risks, and recommendations for the appropriate use of social media. Special emphasis will be placed on Facebook security settings, the value of Twitter in mass notification, and acceptable use policies. Presenters will also address current cyber extortion threats, such as ransomware, and shed light on electronic device theft patterns while equipping attendees with

methods and resources to protect those devices.

Arthur J. Gallagher & Co.

● **RtI Myths and Misconceptions: Our Journey**

Hear about the Adams-Friendship Area School District's journey of RtI implementation. The district started in 2010 with a committee of representatives from all schools with the task of implementing RtI district-wide. The results were sometimes missing the mark. As the district continued its learning, understanding, and experiences of RtI, it learned better practices and enhanced its system to reflect the true essence of RtI.

Adams-Friendship Area School District

● **Effective Governance Processes: Facilitating a Positive and Productive Board Meeting**

The session is designed for superintendents and board members who share responsibility for achieving meaningful and productive outcomes to board meetings on behalf of the school communities they serve. The work of school board governance is complex and challenging. Learn strategies and techniques to structure a board meeting so that group learning, discussions, problem solving and decision-making are effective and productive for all involved.

WASDA

● **Open Enrollment and the Special Needs Scholarship Statute**

School attorneys will discuss the changes to the open enrollment law for students with disabilities and school district responsibilities under the recently enacted Special Needs Scholarship statute. Presenters will provide practical tips for navigating these complex statutes.

Davis & Kuelthau, s.c.

● **The Many Benefits of eGovernance**

Learn how real-world examples of eGovernance technology have dramatically increased transparency in district activities while saving

organizations time and money. Experience firsthand how board management services have enabled thousands of governing bodies nationwide to leverage the power of next-generation, cloud-based services to become more effective.

BoardDocs

● **Youth Mental Health Training Needs and Solutions**

Learn how your district can provide mental health training, awareness and services through reasonable cost options. Hear about one district that has sustained a highly utilized free professional counseling program, the Student and Family Assistance Program. This program supports access to professional counseling free of charge for any family members living in the household as well as all staff and their families over four years of age.

Green Schools Network

● **B3 and Beyond: Three Steps to Save Dollars**

Find all the hidden places your district could save money without spending it on actual facility improvements. The session will walk through a three-step process from utility analysis and benchmarking, to a closer look at operations and physical building assessments. The process embarks on a mission to save districts money by working with utility representatives, facility experts, and internal staff to save money.

LHB

● **Collaborative Leadership for Future Ready Digital Schools**

Come explore the new Wisconsin Digital Learning Plan and the connected Future Ready resources. State leaders and district panel guests will help lead engaging discussions about effective ways to foster innovative learning, review digital learning policies, develop digital leadership capacity, and learn about valuable state resources.

Department of Public Instruction

● **A Salary Model for Model Teachers**

The session will offer a summary of the salary model for teachers implemented by the West Salem School District. It will include a review of the process for developing the model, for transitioning from the old model to the new model, an update of current progress, and a summary of goals for moving forward.

West Salem School District

● **Utilizing Coordinated School Health Policy Strategies to Promote Student Achievement and Success in School**

This session will include a review of the Centers for Disease Control's Whole School, Whole Community, Whole Child Model and discuss how all of the components work towards

creating a culture of health in the school environment and in the community. Specific examples of how school district and community partners are successfully utilizing this model will be shared.

Children's Hospital of Wisconsin

● **Compensation Framework Focused on Effective Teaching**

Follow the journey of Marshall Public Schools in the development and implementation of a compensation framework focused on effective teaching and continuous improvement. Learn about the strategic process used to guide the transition from a traditional salary schedule to a compensation framework with purpose. The resulting compensation framework is grounded in effective teacher practice, along with an expectation of continued professional growth.

Marshall Public Schools

EDUCATION TOUR



■ **Milwaukee Public Schools International Baccalaureate Schools Tour**

*Thursday morning, Jan. 19, 8:45-11:45am (times subject to change)
Pre-registration required, \$5*

The MPS International Baccalaureate (IB) Schools Tour will feature two of MPS's seven IB schools. From the primary grades through a diploma program, MPS was the first district in the state to offer its students the opportunity to take advantage of a full IB continuum. IB is "a non-profit educational foundation offering four highly respected programs of international education that develop the intellectual, personal, emotional and social skills needed to live, learn and work in a rapidly globalizing world." Take a tour of two MPS IB schools to learn more about this highly rigorous and successful program.

● **Universal Design for Learning (UDL): Policy Recommendations**

There is no such thing as an average learner in the classroom. Any kind of one-size-fits-all classroom instruction will not reach all learners and will actually create learning barriers for some. UDL asks that the curriculum be designed to remove these barriers. This presentation will focus on the UDL concept and how its implementation removes barriers for learning in the classroom, and public policies that encourage UDL implementation in the classroom.

CESA 7

● **Know the Risk: What to Consider When Transporting Students**

Due to a statewide shortage of qualified bus drivers and stretched local budgets, districts are considering alternative transportation means for after-school activities. Hear about the different methods of transportation, the risks present to districts, and best practice strategies to ensure that districts, students, and staff are protected.

St. Francis School District

● **Recruiting and Retaining a New Generation of Teachers**

In this session, the presenter will discuss: 1) the mindset and motivations of the Millennial generation; 2) specific compensation package ideas to recruit and retain younger teachers while still being able to attract the experienced, hard-to-find specialist educator; and 3) a paradigm shift in management, evaluation and providing benefits to a new generation of teachers.

Associated Financial Group

● **Long-Term Capital Maintenance Planning**

School districts are facing many challenges impacting their operating budgets, including aging infrastructure, decreased funding or declining/increasing enrollments. To meet these challenges, districts may want to develop a long-term capital maintenance plan that can be incorporated into facilities master-planning

efforts. Learn how one district and its project partners began to address its facility challenges by completing a facilities study and 20-year capital maintenance plan.

Eppstein Uhen Architects

● **Transgender Students: School Districts' Legal Obligations**

The presentation will provide an overview of this fast-developing area of the law and will clarify the scope of a school district's legal obligations to transgender or gender nonconforming students. It will also give practical guidance regarding the appropriate policies and procedures to follow when a request is received, as well as other best practices designed to minimize the risk of liability.

ACLU of Wisconsin

● **Economic Update**

Wisconsin will experience a higher volume of school debt referenda in 2016 as a result of four regular election dates. Many districts will be facing the challenge of borrowing in what has become a very volatile economic market. Get a base understanding of interest rate volatility, market factors that influence the direction of interest rates and controllable factors that can position the district to reduce the interest cost of its borrowing.

Baird Public Finance

● **50 Million: Strong It Starts with Us**

Presenters will share practical applications illustrating how physical education lessons and before- and after-school activities are designed around the five national standards to result in reaching SHAPE America's goal to have empowered 50 million of today's students to lead healthy, active lives by 2029. Attendees will witness activity segments and have opportunities to get up and move.

Wisconsin Health and Physical Education

● **Personalized Learning: Ideas + Research + Application = Results**

Want to know more about research-based personalized learning practices, research findings, and local results that

are used to meet all learners' needs? Intrigued by the concept of personalized learning, but unsure about the goals or results? Attend this session for a reflective presentation and dialog and walk away with strategic ideas and approaches to transforming the learning experience for all learners.

CESA 1 Institute for Personalized Learning

● **The Value of Measuring Staff and Parent Satisfaction**

There is a direct correlation between staff engagement, parent satisfaction and how your community perceives your district. Therefore, quantifying staff and parent satisfaction and engagement is critical. Join the School Perceptions team as they discuss using their indexes to easily identify strengths as well as areas of focus as you work to become the school district of choice.

School Perceptions

● **Excellence Gaps in Education**

In contrast to traditional achievement gaps, which focus on minimal proficiency, excellence gaps represent differences in rates of advanced achievement. Whereas some minimal proficiency gaps have narrowed, income and racial/ethnic excellence gaps have exploded. This session will provide a quick overview of national excellence gaps before getting into specific detail on Wisconsin and district-specific gaps. Attendees will be provided with a template for how to compute their own gaps and ideas for how to mitigate them.

University of Wisconsin-Whitewater

● **Educator Effectiveness: Increasing Impact**

Learn how to engage in educator effectiveness work in a meaningful way. Hear specific lessons learned across the past three years and learn how to use those findings to support your districts. Engage with brand new DPI resources and tools designed specifically for district administrators and school boards.

Department of Public Instruction