

General Session

10 AM – Noon | *Wisconsin Center*

Presiding: **Todd Gray**, WASDA President,
Waukesha School District



Todd Gray



Tony Evers

The 96th State Education Convention

will open with a performance by the Indian Trail High School and Academy Wind Ensemble from the **Kenosha Unified School District**.

State Superintendent **Tony Evers** will share his vision for public education in Wisconsin.

Presentations will include:

administrator and teacher awards as well as the Wisconsin Student Art Award.

Keynote Speaker **David Horsager** will wrap up the general session with an inspiring keynote address on developing trust and making an impact on the lives of students each day.

JANUARY 18, 2017



David Horsager

“Without trust, schools and organizations lose productivity, retention of good people, reputation, morale and revenue.”



WEDNESDAY KEYNOTE SPEAKER

Trust is a fundamental, bottom line issue. Without it, leaders lose teams, salespeople lose sales, and organizations lose reputation, retention of good people, relationships and revenue. But with trust, individuals and organizations enjoy greater creativity, productivity, freedom, and results.

Through academic research and firsthand experience, David Horsager has learned what it takes to gain — and keep — The Trust Edge. Through a captivating presentation, David combines humor and illustrations with business insight and analysis. He will show you how the little

things, done consistently, add up to huge results.

David has worked to develop trusted leaders and organizations on six continents, with clients ranging from the New York Yankees to Goodyear and the Department of Homeland Security. David has enjoyed serving in a number of leadership roles, from ethics commissioner to executive producer to director on a variety of boards. David's newest release, “The Daily Edge: Simple Strategies to Increase Efficiency and Make an Impact Every Day” follows his national bestseller “The Trust Edge.”

WEDNESDAY 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.

● MakerSpaces, Fab Labs, Innovation and Project-Based Learning

Learn about all aspects of the MakerSpaces movement, and how these tools benefit your students. Find out about the three basic types (and also a fourth mobile option). Explore how to implement MakerSpaces into your classroom, library, and/or community. How do MakerSpaces support learning in a hands-on, inquiry-based environment? Learn about their big impact in the English-language learner communities.

Racine Unified School District

● Leadership Journey: Becoming the Leaders We Read About

We read leadership books and articles,

and watch videos about how to become more effective leaders, but how much of what we review actually gets turned into quality leadership? This interactive session will highlight key characteristics of effective district leadership, and explore meaningful ways to take what we have learned and make it count. As change leaders in our districts, we must not only be well read and informed, we must understand how to employ the ideals that we so often learn about.

Frederic School District

● Collaboration, Commitment, and Closing the Achievement Gap

This dynamic session will address the ground-breaking work of the Closing

the Achievement Gap Consortium. Learn about ways to address an achievement gap in your district, motivate reluctant learners, find resources for taking students to the next level, and build relationships in your school community. Participants will learn how the collaborative work of public, private and parochial schools have been able to incrementally improve school cultures through professional development and focused leadership development.

Brown Deer School District

● Financial Roles & Responsibilities of School Board Members

Learn more about the financial roles and responsibilities of school board

members, including the relevant state statutes, as well as policy development and budgeting practices and procedures.

WASB

● **Well, What Did You Expect?**

The relationship between board expectations and student achievement has been well established. Session attendees will discuss how students and fellow board members benefit from expectations or become the victims of them. Without regularly reviewing our expectations, it is easy to become set in our ways. Learn how to set expectations that ultimately result in enhanced student achievement.

School District of Stockbridge

● **Leadership Starts with Us: Effective Board & Superintendent Partnerships**

Hear from a superintendent, board member, and coach about how to foster effective partnerships between the board and superintendent. Learn how to identify clear, measurable annual goals and structure multiple cycles of progress updating and adjusting to achieve those goals. Superintendents and boards can model for the entire district how to narrow the focus, apply data to decision-making, and celebrate short and long-term successes.

Studer Education

● **Going to Referendum? What We Learned the Second Time**

After a failed initial referendum, the Durand-Arkansaw School District learned some key lessons that led to the eventual passing of a referendum. This session will focus on the process the district went through to gather the essential data to

Convention / Delegate ORIENTATION

Are you new to the convention or serving as a first-time delegate at the WASB Delegate Assembly?

Attend a special session on Wednesday, Jan. 18 at 8 am in Ballroom AB of the Wisconsin Center to learn everything you need to know to get the most from your convention experience.

define the scope of the project, the community engagement, the tax impact, and the lessons learned from the first referendum.

Durand-Arkansaw School District

● **Sit in the Driver's Seat of Your Next Construction Project**

One of the largest and most complex decisions that you will make in your career is hiring the right design and construction team for your district. Understanding which construction delivery system is right for your district will put you in the driver's seat so that you feel confident in your team selection. This session is for participants interested in learning what options are available for school districts.

Somerville, Inc.

● **Using Collaboration to Meet Regional Economic Needs**

Learn about collaborative efforts between a technical college, local industry, and a rural high school that began with identifying the needs of the local and regional job market, developing relevant curriculum and programming to match the local economic needs, and increasing student participation in college coursework.

School District of Bonduel

● **Here's The Data! Now What?**

Learn how PBIS and RtI systems can be used together for decision-making. Hear about one elementary school's journey toward effectively integrating academic and behavioral data at the systems level. Through

COMPLIMENTARY Morning REFRESHMENTS

A light, complimentary breakfast will be available to all convention attendees in the **Exhibit Hall from 9-10 am** on Wednesday, Jan. 18.

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the use of surveys, shared leadership, and collaboration, participants will walk through writing a School Improvement Plan.

Sparta School District

● **The Power of All of Us, All in One Place, the WDLC**

Come discuss how the state education department, a consortium of districts, an education service agency, and school districts large and small collaborate to create online and blended learning experiences. Through this equitable access called the Wisconsin Digital Learning Collaborative (WDLC) each partner autonomously implements online and blended learning.

Wisconsin Department of Public Instruction

● **We are All in This Together**

Hear how one district reduced its suicide rate in half in three years. Learn about trauma-informed care, which is important not only for students but also staff. Building resilience is the key to a healthy overall environment.

Somerset School District

● **Maximizing Learning for Every Child, Every Day**

Learning improves when teachers truly collaborate in seeing learning through the eyes of their students,

helping students take responsibility for their own learning, and believing all students can learn challenging curriculum. Learn how to support teachers, students, parents, and administrators to maximize learning for every child, every day.

CESA 7

● **Taking Community Engagement to the Next Level**

After two failed referendums, the Hudson school board used strategies from the International Association for Public Participation (IAP2) to develop a four-stage, community engagement process that was implemented by a team of board members, administrators and community members. Learn how this new level of engagement led to the successful approval of Hudson's referendum.

Hudson School District

● **Navigating and Sharing Your District's Financial Future**

To be effective as school district leaders, administrators must be strategists who turn data into information. Learn how one district is maintaining a wide field of view by building a budget and developing a long-term forecast as part of the same exercise. By having organized

historical data and analyzing where you've come from, this presents the opportunity to better understand the 'what if' questions.

Forecast5 Analytics

COMING SOON: **Convention App**

The 2017 Wisconsin State Education Convention mobile app for Android and iPhone will be available soon. The app will include the convention schedule, maps, session descriptions, and more.

Sponsored by Baird Public Finance, Delta Dental and WEA Trust

● **Continuity and Succession Planning for School Administrators**

Large and small districts are challenged to sustain programming during transitions of key district leaders. Districts can prepare for these changes through proactive planning and leadership capacity. This work should begin at the board level to solidify the mission and vision of the district to drive the search for new administrators.

St. Francis School District

● **Preparing Today's Students for Tomorrow's Opportunities**

Learn about two initiatives started by neighboring school districts that

■ **2017 WASB Delegate Assembly** | *Wednesday, January 18, 1:30 pm — Wisconsin Center*

Vote on the policies that will guide the association's legislative agenda. Delegates will meet in Ballroom AB of the Wisconsin Center at 1:30 pm on Wednesday, Jan. 18.

Before heading to the convention, each school board should be certain that its delegate (and alternate) understands the board's position on the resolutions and is prepared to vote accordingly. Decisions reached by the Delegate Assembly will help set the statewide agenda for education in the coming years.

A pre-Delegate Assembly Discussion will be held at 7 pm on Tuesday, Jan. 17 in the Crystal Ballroom at the Hilton Milwaukee City Center Hotel. New delegates are invited to



a Convention/Delegate Assembly orientation meeting in Ballroom AB at 8 am on Wednesday, Jan. 18.

Please note: Delegates must pick up their credentials directly outside the Delegate Assembly hall during designated hours. Credentials are not included in the convention registration materials to ensure that each member board has one vote.

connect students to career and technical education opportunities. The Cambria-Friesland Career Coalition is a K-12 development tool that allows the students of Cambria-Friesland Schools to explore local and regional career path opportunities. The Pardeeville School District brought together public educators, business leaders, and post-secondary professionals to align local career and technical education opportunities to meet regional business employment needs.

Cambria-Friesland School District

● **Why WISELearn? Access and Equity for all Wisconsin Learners**

Participants in this session will walk through a sneak peak of the WISE-Learn Educator Portal, a digital content repository, being crowd-sourced by Wisconsin educators for Wisconsin educators. Learn how to become involved and support educators ready to contribute to a global economy of sharing.

CESA 4

● **The Art of Advocacy From a School Board Perspective**

Legislation and the relative lack of state funding have influenced the manner in which districts statewide function today. This session will provide tips and ideas on how and why to stay closely connected with legislators to inform them of the impact their decisions have on their local schools and constituents.

Howard-Suamico School District

● **Community Engagement: 3 Steps to Leverage Social Media**

Real engagement is about meeting your community where they are at. When looking around, it doesn't take long to see that students, teachers and parents direct most of their attention to their smartphones. This session will highlight the three keys to leveraging social media for

NETWORKING Reception

*Wed., Jan. 18, 4:30-5:30 pm
Hilton Milwaukee City Center*

Relax with your colleagues and enjoy refreshments courtesy of BoardDocs, Forecast5 Analytics, and Security Health Plan. All attendees and exhibitors welcome.

your school to increase community engagement — content, consistency and community. The actionable steps will be reinforced by real examples used in the Edgar School District. #SocialSchool4EDU

● **Got Character? How Socio-Emotional Skills Matter for Achievement**

Learn how a diverse school community studied academic ambition and school performance with a growth mindset in an effort to develop life skills that promote enhanced

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academic achievement for ALL students. Participants will learn: 1) how student voice develops student agency; 2) the importance of cultural competencies for all staff; and 3) how developing character in your students leads to social justice and closing achievement gaps.

Brown Deer School District

● SAA Legislative Update

There is always something going on in the State Capitol that directly impacts school board members and administrators. Learn how the School Administrators Alliance's (SAA) rationale for change and several components of its new proactive approach to advocacy are working. Time will be provided for questions and answers and informal information sharing.

School Administrators Alliance

● Data Privacy Matters: What School Leaders Need to Know

Learn about best practices used in three Wisconsin districts to address the balance of advancing technology and learning goals while ensuring digital privacy, safety and security. Presenters will share relevant national and local policies and the implications they have on Wisconsin

districts as well as some best practices that can be implemented to address them.

Stevens Point Area Public School District

● Communication is Key: Before, During and After a Crisis

In the event of a crisis, how you communicate about the situation can be as important as how you manage it. Learn from two school communications professionals who, unfortunately, have amassed experience communicating during various crisis situations.

Wisconsin School Public Relations Association

● Passing Tax Referenda in the "New Normal"

This best practice session provides a comprehensive model for success for school finance elections. The content represents a marriage of research and successful practice, emphasizing systems and strategies. This presentation will be beneficial to school districts planning an initial debt issuance or referendum to exceed the revenue limit, or to those coming back for another try.

Springsted Incorporated

● Improving Teacher Diversity Through Grow Your Own Programs

Over the past two decades, the Verona Area School District (VASD) has undergone significant demographic changes — more than 30 percent of the district's students are now students of color. VASD has approached these changes as an asset and looks to our community as a resource for diversifying our staff. Learn how to develop and maintain Grow Your Own teacher programs for support staff and high school students.

Verona Area School District

REGISTRATION

When arriving at the Wisconsin Center, proceed to the third floor for convention registration (sponsored by BoardDocs).

● Tackling Your Top Three Healthcare Cost Drivers

The U.S. spends more on healthcare than any other nation with expensive medical conditions — cancer, diabetes and mental health — consistently driving up total healthcare costs. Not only do these conditions directly affect costs of employees and employers, they are often lifetime diagnoses where those affected should have convenient and low-cost care options. Learn how these conditions affect districts and what they can do to address them.

WEA Trust

● Monitoring and Managing Energy Costs

This session will cover energy: its history, importance, uses, and production. Learn about energy cost volatility, opportunities to save energy in facilities, and how to identify equipment in need of replacement. Presenters will also discuss when it is appropriate to use an energy model, how to conduct interviews, and how to evaluate energy bills.

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● **A Collaborative Approach to Serving Our Youngest Population**

Learn about a consortium of rural districts that joined together to address the educational and socio-emotional needs of early childhood students. Presenters will discuss the development of the consortium in addition to the unique service delivery methods, including a parent coaching model, designed to fully address the diverse needs of our youngest students.

Barron Area School District

● **Our Journey to Reduce Healthcare Costs and Design an Onsite Clinic**

The Watertown Unified School District has looked at new ways to create cost-saving measures that will not reduce programs for students nor negatively impact staff. A part of that journey has been to explore how to reduce healthcare costs. Hear about the district's three-tier insurance plan and the implementation of an onsite clinic. Learn about their successes and failures, and how to get started on pursuing an onsite clinic.

Watertown Unified School District

● **Engaging Stakeholders for Continuous Improvement**

In order for true continuous improvement to occur, every single person must engage in the process — from parents and community members to each member of the staff. In this session, the Chippewa Falls Area Unified School District will explain the systems and processes used to engage all stakeholders in goal-setting, goal alignment, action planning, and improvement processes.

Chippewa Falls Area Unified School District

● **Access to Public Records & Personnel Files**

School districts are frequently subject to public records requests, and districts face significant liability if they do not respond in a timely and accurate manner. This session will cover the basics of Wisconsin's

■ **Invitation to Administrative Assistants**

The convention registration fee will be waived for school district administrative assistants who attend the State Education Convention.

Administrative assistants can attend any of the breakout sessions at the Convention as well as the General Sessions and the Exhibit Hall. Meals and other fee-based events are not included. Eligible individuals must be designated as administrative assistants in the WASB database.

public records law with a special emphasis on responding to requests for information contained in employee personnel files, including records that are being maintained in response to an investigation into alleged employee misconduct.

WASB

● **How Employee Onboarding and Engagement Can Help My Organization**

How can you strategically bring on employees so they live your mission? Once on board, how do you know how employees are feeling about their work? Learn how to employ strategies to onboard your new employees and truly listen to and learn from staff concerning how

engaged and satisfied they are with your school district and leadership.

Pewaukee School District

● **Construction Contracting 101: A Basic Primer**

Have you been part of a school building project, but felt intimidated because you didn't have a background in construction? Is your board considering a facility project and you need to understand how to manage the risk of such an important expenditure? Learn the basics of contracting with design and construction firms, how a construction project is insured, and the importance of working with the right advisors.

Hoffman Planning, Design and Construction, Inc.



Visit the Convention WEBSITE

Check wasb.org/convention for a detailed convention schedule and the latest updates and announcements. The website also includes a customizable itinerary for convention sessions and events.

● Create a True Professional Learning Community (PLC)

Wondering how to create a school with a collaborative culture and a total focus on students while empowering your teachers at the same time? It all starts with a vision and mission and some courageous staff willing to take the lead. Get ideas, surveys, schedules, and information on becoming a true PLC.

Bruce School District

● E3 – HASD's Journey to Mental Wellness

The Hortonville Area School District's E3 (Engage, Education, and Empower) program is part of its journey to mental wellness. Students need to feel emotionally safe in order to learn at the highest level. This district developed a comprehensive K-12 collaborative partnership with three agencies as a model for student mental wellness. Hear their story and the statistics on how this program has impacted their district.

Hortonville Area School District

● Strategic Development of Teacher Compensation

Human resource directors from four Wisconsin school districts will

MOBILITY Solutions

Electric scooters are available for rental from On the Go Mobility, a local Milwaukee company. Call 414-228-7100 or visit onthegomobility.com to make your reservation. Scooters are not provided by the convention center so advanced booking with On the Go mobility is strongly recommended.

present their teacher compensation models, including incentives for increasing teachers' knowledge and skills, creating professional growth opportunities, and improving student performance.

DeForest School District

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