

Thursday **General Session**

3 – 5 PM | Wisconsin Center

■ **John Medina** keynote speaker



**Dr. John Medina has had a lifelong fascination** with how the mind reacts to and organizes information. As a developmental molecular biologist, Medina has focused on the genes involved in human brain development and the genetics of psychiatric disorders. In his best-selling book *Brain Rules*, Medina explores how the brain sciences might influence the way we teach our children.

Using his infectious sense of humor and fascinating stories from years of research, Medina will present facts about how the human mind works and how we can use this

information to inform the education of our students.

Medina was the founding director of the Talaris Research Institute, a Seattle-based research center originally focused on how infants encode and process information at the cognitive, cellular, and molecular levels. Medina has been a consultant to the Education Commission of the States and a regular speaker on the relationship between neurology and education.

A prolific author, Medina's books include: *Brain Rules*, *Brain Rules for Baby*, *The Genetic Inferno*, and *The Clock of Ages*.

**Medina explores how the brain sciences might influence the way we teach our children.**

GENERAL SESSION HIGHLIGHTS

Presiding: **Wanda Owens**, WASB President, Barneveld School District



Wanda Owens

The **Rice Lake High School Wind Ensemble** will kick off the second general session of the 95th State Education Convention.

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

**WASB President Wanda Owens** will reflect on her year as WASB president before handing the gavel onto the next WASB president.

**John Medina**, best-selling author of *Brain Rules*, will deliver a fascinating keynote address on what we know about the brain and how we can use this information to improve education.

FEATURED WORKSHOP

■ **Tour of Wisconsin's House of School Finance**

Understanding Wisconsin's complex system of school finance is truly a challenge. Using the analogy of a house, this session will help board members develop a basic understanding of state general equalization and categorical aids, the financing of various student learning options, the revenue limit, and the school levy tax credits. Additionally, the discussion of each component will include an exploration of the issues and concerns that have been raised by school district board members and staff over the years.

**David Carlson**, WASB consultant, former school district administrator, retired director of the School Financial Services Team at the Department of Public Instruction; **Peter Ross**, district administrator, Seymour Community School District.



David Carlson



Peter Ross

FEATURED SESSION

■ **REJECT — Documentary Film and School Discussion Guide**

New science is revealing that people can experience devastating physical pain from social rejection, and that it can be a precursor to school and community violence or suicide. By understanding the real impact of rejection, we illuminate a deeper truth about our critical human need for acceptance. Join us for a special viewing of a new documentary film, *REJECT*, that includes findings of social and biological scientists, lessons from classrooms and first-hand accounts of families and educators. The viewing will be followed by a discussion with Dr. Kipling Williams, professor of Psychological Sciences at Purdue University, who has spent more than 20 years researching ostracism.

**Performance Services**

## THURSDAY Break-out Sessions

### ● Mobilizing Alumni for Community Engagement & Support

Learn how two school districts established their alumni base and how your district can develop sustainable connections with graduates and engage your community. These connections provide long-term advocacy, engagement, talent and funding opportunities.

*Howard-Suamico School District*

### ● Roadmap to Referenda Success

Randolph School District leaders and a referendum communications consultant will present a case study on how their district developed a roadmap to pass a referendum in their small, rural community even in the face of a major taxpayer impact.

*JP Cullen*

### ● How a Strategic Plan Process Supports the Work of School Boards

The new Key Work of School Boards has five components that support student achievement. Learn the elements of a comprehensive strategic planning process that supports all five elements critical to student success as identified in the Key Work of School Boards. Learn how the Pewaukee School District has used the strategic planning process as the foundation for its commitment to continuous improvement and has seen improved student achievement results with this alignment.

*Pewaukee School District*

### ● Funds 41 & 46: Manage Your Budget and State Equalization Aid

School districts have few options to address long-term capital projects beyond simply borrowing the money. One of the options, Fund 41 (Capital Expansion Fund) has been available for several years; and another, Fund 46 (Long Term Capital Improvement Trust Fund) was recently created. Each of these tools has its own requirements, processes and impacts on a district's budget and state equalization aid. Learn about the important

factors a district should consider when weighing its options to implement long-term capital projects.

*Department of Public Instruction*

### ● Why Character Education?

In this age of continuous improvement, find out how one district created a school-community partnership around common goals to improve student achievement and create safe and respectful schools. Learn about the short- and long-term benefits of character education and how it supports rigor and high expectations.

*South Milwaukee School District*

### ● Grading for Learning: Communicating Student Achievement

Learn how the School District of Poynette utilizes its Grading for Learning (standards-based grading) initiative to change how teachers

teach, students learn and progress is communicated with parents. Presenters will share the district's data-driven journey as it moves to a research-based, best practice methodology of instruction and grading.

*Poynette School District*

### ● A Perfect Storm – A Case Study of Wisconsin's Rural Schools

Since the economic recession of the mid-2000s, poverty increased more significantly in rural counties than metropolitan counties. More recently, legislation is affecting rural districts disproportionately from urban and suburban districts due to decreasing enrollment, rising costs, and teacher retention. Learn how these issues are affecting rural school districts now and their potential future impact.

*University of Wisconsin-Madison Applied Population Laboratory*

## MEAL & NETWORKING PROGRAMS

### ■ WASB Breakfast Program

*Thursday, Jan. 21, 7-8:30am | Pre-registration required, \$36  
Crystal Ballroom, Hilton Milwaukee City Center*

#### The Faces of Change: A Clarion Call for Policymakers

Begin the day with a passionate and enthusiastic discussion about the shifting demographics and the role public school policy makers play in sustaining the integrity of democracy. Dr. Janie Hatton, a renowned Milwaukee Public Schools principal and the first National Principal of the Year, will inspire you and challenge you as a public school policy maker. Using real-life vignettes, emerging trends, and her own animated and heartfelt drive, Dr. Hatton will put forth a theory of action for policy makers to shift from "what was" to today's contemporary needs across rural, suburban and urban schools.

*Dr. Janie Hatton retired from Milwaukee Public Schools in 2005 after a long and distinguished career serving as Deputy Superintendent for Leadership and Operations, principal at several high schools, a French teacher and guidance counselor. During her career, she earned numerous awards for leadership and distinguished service for her work on behalf of Milwaukee Public Schools and the Milwaukee community. Dr. Hatton was recognized as the first National Principal of the Year in 1993 by President Clinton. She currently provides coaching and consulting services.*



*Dr. Janie Hatton*

**StuderEducation**  
EXCELLENCE IN EDUCATION

### ■ WASDA Luncheon

*Thursday, Jan. 21, Noon – 1:15 pm  
Pre-registration required, \$38*

Hosted by the Wisconsin Association of School District Administrators, featuring the 2016 Superintendent of the Year. This is a ticketed event and requires pre-registration.

### ■ WASBO Luncheon

*Thursday, Jan. 21, Noon – 1:15 pm  
Pre-registration required, \$38*

Join the Wisconsin Association of School Business Officials at its annual luncheon. Hear from the 2016 Wisconsin School Business Official of the Year. This is a ticketed event and requires pre-registration.

● **Teaching Teachers and Students Through The Design Process**

Introducing elementary students to the design process provides an essential skill set that transcends all disciplines. With the introduction of the Next Generation Science Standards, comes the evolution of moving engineering from an abstract, foreign, and untouchable subject to the scaffold upon which problem solving, creativity, collaboration, presentation skills, and argument is hung.

*Elkhorn Area School District*

● **Leadership Transition/ Superintendent Search**

The school board is responsible to the community to ensure a smooth leadership transition during the selection and orientation of a new superintendent of schools. Learn how a search firm should assist school board members in wading through the technical and legal aspects of a quality search, which will include steps necessary for an effective school district leadership transition for the community.

WASB

● **Important Benefit Trends – What Your District Needs to Know for 2016**

This presentation will focus on a district approach to private exchange concepts and defined contributions as well as trends in human resources, including virtual office visits, telephone and video conferencing with doctors, ACA reporting and human resources information systems. The presenters will use the current multiple carriers and multiple plan designs offered employees at Madison Metropolitan School District as a practical model of a current multi-plan, employee-choice “Exchange” to provide opportunity for discussing the administration of this approach.

*M3 Insurance*

● **Transforming the Teaching Profession by Changing the System**

Learn how one school district used

a business model as a structure for creating transformational change in the areas of: embedded professional development; congruent and integrated teaching; expanded intervention services; and empowered professional learning communities.

*Belleville School District*

● **Freedom Within Fences – Leading for High Student Achievement**

The Howard-Suamico School District is one of the lowest spending, yet highest achieving districts in Wisconsin. The district continually scores well above the state average on standardized tests and 90 percent of graduates move on to higher education. Learn how through clear, proactive delegation of expectations and authority as well as a unique monitoring process, you can lead your district to success and ensure the most important outcome of board leadership — student achievement.

*Howard-Suamico School District*

● **Evolution of Innovation in Elementary School Design**

Join the education-design team from Lake Mills School District and Eppstein Uhen Architects as they share first-year experiences and outcomes of building an innovative new elementary school. Presenters will provide illustrations and examples of designs that promote learning in and outside of the classroom and opened opportunities for students and teachers not previously possible. Lake Mills’ administrators will also share first-year experiences, goals and metrics for evaluation.

*Eppstein Uhen Architects*

● **Employment and School Law Update**

New laws, administrative rule-making and court decisions create an ever-evolving legal landscape in which school boards and administrations must operate. Employee handbooks and policies must be constantly updated to keep pace with changing laws. This session

2016 Spouse  
**EXCURSION**

**Milwaukee Art Museum**

*Thursday, Jan 21*

**Take a tour** of the impressive Milwaukee Art Museum in the morning and enjoy lunch. With more than 40 galleries of art from antiquity to the present rotated regularly, the Museum’s far-reaching collection includes some of the best in the nation on American decorative arts, German Expressionism, folk and American art after 1960.

*Use the Convention Registration to sign up.*

will cover the latest developments in employment and school law, providing up-to-date guidance on the rules governing handbook and board policy development.

WASB

● **How 21st Century Learning is Impacting Your Schools**

What should you incorporate in to your facilities today to make them ready for tomorrow? Learn about the impact of technology, data and telecommunications, security, evidence-based design, classroom space, mechanical, electrical and plumbing systems, and the many other topics that ultimately affect 21st century learning spaces.

*Somerville Architects/Engineers*

● **Board Governance: Ask the Experts Roundtable Discussions**

This special session gives you the opportunity to engage in small, roundtable discussions about the school governance issues of your choice with experienced board members and WASB experts.

WASB

● **Academic & Career Planning – Educating for the Future**

Beginning in fall 2017, Wisconsin law will require school districts to provide academic and career planning (ACP) services to students in grades 6 through 12. This past year, 25 school districts have been piloting

the ACP process to assist the Department of Public Instruction in refining implementation guidance and training. Get an overview of ACP requirements and the lessons learned from a local school district incorporating required ACP service delivery.

*Department of Public Instruction*

● **How Nutrition Programs Affect Hunger, Performance & Revenue**

Learn about best practices utilizing federal nutrition programs to address student hunger in high-need areas, and how these programs are being implemented while increasing revenue for schools and districts. Presenters will discuss the Community Eligibility Provision (CEP), an innovative program that makes it easier for high-need schools to serve free meals to all students. Learn how your district can help feed your students.

*Hunger Task Force*

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

● **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*

● **The Brown Deer Way: Promoting Positive & Respectful Values**

Learn how the award-winning programs of the Brown Deer Schools in both character education and PBIS has provided a platform to transform the school culture. By engaging students, parents, and the entire community in this process, everyone has a voice in the positive outcomes of this unique program.

*Brown Deer School District*

● **A Successful Partnership and Ways to Build Your Own**

Learn about the partnership between Project Lead the Way (PLTW), Carthage Collage, and the Kenosha School of Technology Enhanced Curriculum (KTEC). Students are immersed in the KTEC curriculum and culture by taking math and science methods classes at KTEC, collaborating with staff particularly in the areas of STEM, and working directly with other students.

*Kenosha Unified School District*

● **Special Education Staff Shortage: What Should Districts Do?**

A shortage of specialized staff can cause significant legal and fiscal challenges to schools, as well as adversely affecting the relationship with parents of students with disabilities. Presenters will share statewide data about shortages and how a group of stakeholders came up with a guidance document suggesting to schools what to do when facing a shortage of speech and language pathologists. Learn about statewide trends evolving in speech and language along with an overview of recent IDEA state complaints regarding the provision of speech and language services.

*CESA #7*

● **The Convenient Secret — How to Control Employee Health Costs**

Convenient health care models like

retail clinics and telehealth are rising in popularity for both employees and employers. And the secret? For minor/acute health issues, convenience often costs less than traditional care settings. Discover what convenient care looks like for school districts in different areas of Wisconsin, and learn from an alternative on-site clinic case study.

*WEA Trust*

● **Attitude Makes the Difference**

As school leaders, what we say and how we act matters. Leaders with negative attitudes drain everyone's energy and block creativity and community support. Set yourself and your district up for success by learning to become an even stronger role model for everyone. Learn about five specific, research-based techniques that can be used to increase our success as leaders.

*Port Washington-Saukville School District*

● **Making the Grade — Improving the Energy Efficiency of Your School District**

The U.S. Department of Energy estimates that as much as 30 percent of Wisconsin school districts' energy usage may be inefficient. Learn how to minimize construction budgets, utilize the expertise of energy advisors, and ensure new buildings are energy efficient. Hear about the benefits of Focus on Energy's statewide utility program, and how to get efficient equipment at a lower cost by taking advantage of financial incentives.

*Focus on Energy*

● **Hot Topics for Policy-Minded School Leaders**

Learn about several school board policy topics that have been affected by recent law changes and that have generated numerous inquiries to WASB policy staff. Topics will include student assessments, high school graduation policies, home-school student participation in activities, annual notice requirements, and school board vacancies and

conflicts of interest. Attendees can ask questions and share their own local policy decisions/options in these areas.

WASB

● **Earning Your Community's Trust for Referendum Support**

Harnessing momentum gained from years of effective communication and dozens of community meetings, the DeForest Area School District (DASD) successfully passed a \$41 million referendum in April 2015. If you're not currently talking to your district's stakeholders, attend this session to learn how to start now. Find out the early steps DASD took to engage their community and how they stayed in front of community members during the referendum process.

*DeForest Area School District*

● **Using International Benchmarks to Drive Improvement**

In today's technology-rich world, graduates are working in a global society. How do your students measure up? Learn how one district is using international benchmarks to drive improvement while building student and staff engagement.

*Kettle Moraine School District*

● **Creating Collaborative Cultures – When Every Child is Yours**

The State Personnel Development Grant, funded by the Office of Special Education Programs, is working with 24 schools from around the state using professional learning communities as a framework to support systems change focused on improving outcomes for students with disabilities and, in turn, improving outcomes for all learners. This year, districts are focused on scaling up and developing policies, procedures and practices that will sustain the work that is currently supported by the grant.

*Department of Public Instruction*

● **Sustaining 1:1 Initiative – Using Tech to Leverage Achievement**

Learn how to transform your district

and the practices in your classroom to accurately reflect current technologies and how students will use them.

*Waukesha School District*

● **Closing the Participation in AP Gap**

The Verona Area High School has nearly closed the participation gap for students of color and other underrepresented students participating in Advanced Placement (AP) classes. Hear about the district's many challenges and successes in this journey. Learn about specific strategies used, which ones didn't work and which ones have.

*Verona Area School District*

● **Stakeholder-Driven Strategic Planning, Facilities Planning and Financial Planning**

High-level school board performance requires a written plan that embodies community values, educational best practice and an unrelenting focus on student learning. The WASB Master Planning/

Strategic Thinking process will be explained in this session by defining the elements of stakeholder-driven strategic planning, facilities assessment, and financial assessment.

WASB

● **A Holistic and Regional Approach to Experiential Learning**

Experiential, or work-based, learning is proven to provide students a deeper understanding of core content. But what does it really look like in practice and what barriers exist to implementation? Students are often forced to choose between experiential learning opportunities and those perceived to be more valuable. Learn about these issues through a case study of the New Berlin School District.

*New Berlin School District*

● **An Inside-Out Approach to Reduction in AODA Use by Youth**

Learn how one district reduced self-reported drug and alcohol use, at-risk behaviors and general mental

EDUCATION TOUR

■ **Sustainable Schools Education Tour**

*Thursday morning, Jan. 21  
Pre-registration required, \$5*

**The Education Tour will feature two Milwaukee Public Schools (MPS) noted for their green initiatives.**

**Highland Community School** is a MPS charter school serving toddlers through upper elementary grades. In addition to their environmental education programming and community-related outreach activities, they have raised-bed agriculture, natural play equipment, a greenhouse, fruit trees and are constructing a bioswale.

**Milwaukee Environmental School** is a year-round MPS K5 charter school with an academic program guided by the Expeditionary Learning philosophy. The school's storm water diversion system was the first of its kind in MPS — featuring clear PVC pipe in the science room with a water-quality sampling port. The school also incorporates raised beds, a cistern, and planned, native landscaping into their school campus.



health issues among its students. Hear about the district's unique inside-out approach to AODA and other related issues. What began as a school district framework has expanded to encompass the community.

*Menomonie Area School District*

### ● **Impact of Voucher/Charters on Wisconsin Public Schools**

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

*Racine Unified School District*

### ● **What to Take Away from Your Fiscal Audit**

Gain a thorough understanding of the financial audit process and the role board members play in this process. School administrators will share experiences through the board member and business manager lens to give board members a solid foundation on their responsibilities in response to the audit process.

*Clinton Community School District*

### ● **Collaborative Approach to Alternative Teacher Compensation**

Using an interest-based problem solving approach, the Wausau School District enlisted a team of school board members, teachers and administrators to develop a new teacher compensation model that supports its mission to advance student learning, achievement and success.

*Wausau School District*

### ● **Offering Your Community More Without A Referendum**

Hear about alternatives to referendum and learn about one district that enhanced key community-used spaces, created a highly unique district clinic, and applied some outside-the-box thinking to accomplish it all.

*Hoffman Planning, Design & Construction, Inc.*

### ● **Open Session on School Law Issues**

Ask presenting attorneys any questions related to school law or policy issues. Feel free to come with your own questions or simply listen to the discussion.

*Wisconsin School Attorneys Association*

### ● **Affordable Care Act**

Hear an update on the latest reporting requirements for the Affordable Care Act and learn about strategies school districts can employ to maintain compliance with limited resources.

*Associated Financial Group*

### ● **Transgender Issues in Schools**

This presentation focuses on the question of why gender identity issues matter; emerging legal issues, such as responsibilities of school district employees; access and accommodation; student records; and obligations regarding student issues, such as dress codes, co-curricular activities, and athletics. This session will also provide guidance on policy development to ensure your district is protected.

*von Briesen & Roper, s.c.*

### ● **Ramp Up Your School Communications Plan — A Process that Works**

Learn the key characteristics of an effective internal and external communication plan, identify priority publics in your community, conduct a brief needs assessment, review effective communication techniques, and begin the development of a communication plan. Leave this session with new ideas and the confidence to develop a communication plan or improve an existing one.

*Edgerton School District*

### ● **Lessons Learned: Leadership Practices for Improved Student Learning**

Learn about two programs focused on providing leadership to help districts improve student achievement and boost college and career readiness. The lead facilitators for both of these

statewide programs will highlight common themes, key components, and areas of concern gathered and refined in working with leaders across Wisconsin to date, findings that can inform similar efforts in your district.

*Wisconsin RtI Center*

### ● **Value of School Boards**

Recent research from the University of Wisconsin-Oshkosh and the University of Wisconsin-Milwaukee demonstrates a link between school boards' use of best practices and improved student performance. Dr. Michael R. Ford will explain his research and offer his insight on why locally elected public school boards remain valuable.

*University of Wisconsin-Oshkosh*

### ● **Effective Strategies for Early-Career School District Leaders**

This session is designed for school district superintendents, executive coaches and WASDA mentors engaged in the ongoing professional learning cycle of Wisconsin superintendents in their first three years of experience in the role. Current leadership challenges will be identified by participants as well as the session facilitators. In-depth collegial discussion and sharing will provide a range of strategies, systems and practices that can be utilized by superintendents to effectively respond to the many challenges inherent in the responsibilities of system leadership.

*WASDA*

### ● **Trust Building through Community-Based Advisory**

Learn about the Oconomowoc Area School District's "Building Our Future" advisory committee — a 60-member group comprised of parents, seniors, business and municipal leaders, and staff. Presenters will lead an interactive discussion about the power of trust-building, the value of collective wisdom and the ongoing journey of OASD's citizen committee.

*Eppstein Uhen Architects*