

JANUARY 22, 2014

Wednesday **General Session**

10 AM – Noon | Wisconsin Center (formerly Delta Center)

■ Dr. Freeman **Hrabowski III** keynote speaker



Dr. Freeman Hrabowski III has been passionate about education his entire life. In 1963, at age 12 he marched in the Children's Crusade organized by Dr. Martin Luther King, Jr. to show the country that black students wanted access to equal education facilities and resources. For marching that day, 50 years ago in Birmingham, Alabama, Hrabowski and other children spent five days in jail.

Now, as president of the University of Maryland, Baltimore County (UMBC), Dr. Hrabowski is a national leader in science and math education, with a special emphasis on minority participation and performance. In 2012, Dr. Hrabowski was named one of *TIME* magazine's "100 Most Influential People in the World."

Dr. Hrabowski delivers a powerful message about how and why schools need to reach and engage all students. Not only is it the right thing to do, it will help strengthen our country by developing a stronger workforce.

At UMBC, Dr. Hrabowski started a scholars program that successfully helped minority students graduate with science degrees. The program is now used across all racial and economic groups, and across academic disciplines to provide support and guidance to all students.

He and UMBC were recently featured on CBS's *60 Minutes*, attracting national attention for the campus's achievements involving innovation and inclusive excellence. Hrabowski was selected by President Obama to chair the newly created President's Advisory Commission on Educational Excellence for African Americans.

Born in 1950 in Birmingham, Hrabowski graduated at 19 from Hampton Institute with highest honors in mathematics. At the University of Illinois at Urbana-Champaign, he received his M.A. (mathematics) and four years later his Ph.D. (higher education administration/statistics) at age 24.

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● ● ● GENERAL SESSION HIGHLIGHTS ● ● ●

Presiding: **Dave Polashek**, WASDA President, Oconto Falls School District



Dave Polashek



Tony Evers

The 93rd State Education Convention begins with a performance by the **Oconomowoc High School Wind Symphony**.

State Superintendent **Tony Evers** will offer his outlook on public education in Wisconsin.

Presentations will include: Superintendent of the Year, Business Official of the Year, Teachers of the Year, Principals of the Year and the Wisconsin Student Art Award.

Keynote speaker **Dr. Freeman Hrabowski III** will deliver a powerful address on the importance of developing all students into learners.

FEATURED SESSION

■ **The School Finance Puzzle: What Can and Can't Board Members Influence?**

Most board members want to know how to manage property taxes and how to get more money for their district. Gain a conceptual understanding of the major components of the Wisconsin school finance system including revenue limits, equalization aid, and property taxes. Learn how these components interrelate, how they impact board decision making, and how board members can control/influence these factors and inputs. Leave the workshop with increased confidence in discussing school finance concepts and use this knowledge to help foster an environment of trust in your community.

DPI School Finance Team and Practicing School Business Officials



● **Using Technology to Manage Risk and Increase Safety**

Learn how a new generation of Web-based technology tools are helping school districts better manage risk. This session will illustrate innovative ways that districts are (a) ensuring higher standards of safety, (b) documenting training compliance, and (c) automating the process of policy acceptance.

SafeSchools

● **The Budget Cycle**

Learn about the “budget cycle” of a school district, which will include a discussion of the major components of a sound budget plan and the associated timelines and due dates. This session will reference the WASB/WASBO’s The Budget Cycle Handbook that is available at the Convention Bookstore and which provides additional detail to the topics covered in this presentation.

WASB, WASBO

● **Regional Career Pathways for the Next Generation of CTE**

Learn how CESA 6 is designing a regional CTE model that creates broader pathways for youth to explore their potential and combines the rigors of strong academics with career and technical education programs and work-based learning experiences.

CESA 6

● **Communicating for Student Achievement**

Communication is a powerful tool to increase student achievement because it builds public support and resources, increases family and community involvement, helps create safe schools and improves internal efficiency. Learn how to use innovative technology to engage communities, including surveys, social media, branding and marketing, and passing a referendum.

CESA 2

● **Demystifying Act 32 and Performance Contracting**

This presentation will provide an overview of Act 32 and performance contracting, providing a basic knowledge of how performance contracting works and how it eliminates risk for districts needing to make capital improvements.

VJS Construction Services

● **Meetings in a Paperless World**

Boards from districts of every size are embracing paperless meetings. Come see how board members prepare for their meetings using laptops and iPads and how boards have implemented paperless meetings using BoardBook and other electronic solutions.

BoardBook

● **Managing Your ‘People’ Capital**

This presentation will focus on an approach that helps efficiently maintain job descriptions within a school district organization. Learn about concepts and an objective system to generate position analysis and job factor evaluation, designed to measure factors applying specifically to school districts.

Springsted Incorporated

● **STAR Driven Success: Students and Teachers Achieving Results**

Hear about a successful after-school program that has resulted in an increase in the number of students turning in homework on time, student participation in class, attendance and attentiveness.

Winter School District

● **A Cooperative Opportunity for Virtual Schooling**

The Medford Area Public School District, in partnership with the Rural Virtual Academy (RVA), offers a cooperative opportunity for all school districts in Wisconsin. Along with its authorizer (Medford Area Public School District), the RVA has encouraged consortium partnerships with all districts searching for a virtual school solution. The RVA consortium has grown to 12 districts. All of the districts benefit fiscally and by keeping local families in the district.

Medford Area Public School District

● **Wisconsin Charter Schools Update: Law and Policy Changes**

Wisconsin’s charter school law has changed dramatically over the last year. Hear from Department of Public Instruction staff and a school board member about these changes and how they affect your current or proposed charter schools and traditional schools.

Department of Public Instruction

● **Green and Healthy Schools**

Are Wisconsin schools taking environmental responsibility far enough? How can we include this important knowledge for our students? Hear how the Wisconsin Sustainable Schools Coalition is working with facility directors to assist in providing curriculum for the students in your district.

Department of Public Instruction

■ **Administrative Assistants Complimentary Registration**

In recognition of their critical role in serving school boards and administrators, school district administrative assistants are invited to attend the State Education Convention at no cost. Administrative assistants are welcome to attend any of the breakout sessions at Convention as well as the General Sessions and the Exhibit Hall. Eligible individuals must be designated as administrative assistants in the WASB board database.

● **Projecting Statewide Student Enrollment in Wisconsin**

This presentation examines the demographic trends behind recent enrollment changes and presents projected future scenarios for statewide public school enrollment over the next 10 years. Models suggest that total statewide enrollment will increase overall in the near future, but rates of growth and decline will vary greatly by grade grouping and locale.

University of Wisconsin-Madison

● **Self-Funding Your District's Health Plan in Light of Health Care Reform**

One thing is certain in this new era of the Patient Protection and Affordable Care Act (PPACA): more employers will look seriously at self-funded health plans as a way to obtain control over costs. Why do employers elect to self-fund their health coverage? What are the trends in self-funding in light of the passage of the PPACA? These questions and more will be answered.

Hays Companies

● **Building Cost Management – Leveraging Group Purchasing Contracts**

Are you taking advantage of the group purchasing discounted pricing structures available for your day-to-day purchasing of maintenance parts and services? Did you know you can extend group purchasing discounts to contractors that bid on your project work for greater cost savings in your construction and

renovation projects? Simple strategies related to group purchasing will be covered.

Shared Purchasing Solutions

● **Long-Term School District Fiscal Health**

This session will cover components of a district's long-term fiscal health that should be examined, discussed, and reduced to policy. Ideas about sustainability and preplanned balances that protect programs — both instructional and non-instructional will be shared as well as ideas about transparency to build trust with staff, local citizens and state legislators.

PMA Financial Network

● **Systems Coaching in an RTI Framework**

Gain an understanding of how instructional coaches can be the most powerful support for teachers, administrators and students. In the School District of Superior, instructional coaches are lead learners in educational best practices. They support colleagues in a process which builds professional relationships based upon open communication, transparency, and honesty.

School District of Superior

● **Health Savings Accounts (HSAs) – A Beginners Guide**

This session will provide a comprehensive overview of Section 223 Health Savings Accounts (HSAs) and how employers are using them to

Convention / Delegate
ORIENTATION

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

Attend a special session on Wednesday, Jan. 22 at 9 am in Ballroom AB of the Wisconsin Center to learn everything you need to know to get the most out of your convention experience.

lower health care costs. Learn about HSA rules and regulations as well as how HSAs coordinate with other benefit plans such as FSAs and HRAs. The program will review how employers have successfully implemented HSAs as part of their overall health care strategy.

Diversified Business Services, Inc.

● **Finances, Facilities and Student Achievement**

Learn about low-/no-cost options to get your school functioning efficiently and comfortably, optimizing both student learning and school funding. For projects needing additional funding, the proper use of 2011 Wisconsin Act 32 will be discussed in detail.

CESA 10

■ **2014 WASB Delegate Assembly** | Wednesday, January 22, 1:30 pm — Wisconsin Center

This is your school board's opportunity to vote on the policies that will guide the association's legislative agenda. Make sure your school district's voice is heard at the WASB Delegate Assembly. Delegates will meet in **Ballroom AB** in the Wisconsin Center at 1:30 pm on Wednesday, Jan. 22.

Before heading to the convention, each school board should be certain that its delegate and alternative understand 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.

New delegates are invited to a Convention/Delegate Assembly orientation meeting in Ballroom AB at 9 am on Wednesday, Jan. 22. A pre-Delegate Assembly discussion will be held at 7 pm on Tuesday, Jan. 21 in the Crystal Ballroom at the Hilton Milwaukee City Center Hotel.

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

● **Using Data WISEly — Updates on WISEdash and WISExplore**

This session will provide an update on the WISEdash data and dashboard tools as well as an introduction to the WISExplore data inquiry process. Learn how WISExplore is working to improve student outcomes through designing, developing, and disseminating a digital data inquiry process to drive school improvement.

Department of Public Instruction

● **Focus on Success: Engaging and Empowering Teacher Leaders**

Creating a school climate of innovation often includes some staff while others are waiting on the sidelines — or some even resisting the change. This session will describe a successful model for involving every teacher in moving your school forward to success.

Wisconsin Rapids Public Schools

● **Telling Your Story-Using Social Media to Promote Your School**

Developing a strong web presence for your school district can shape your school district's message for parents and community members. This session will introduce you to Twitter, Facebook, and blogs, provide examples of how you can tell your story as a school district, and tap into these powerful tools for greater communication, networking and professional development.

School District of Cadott Community

● **SAA Legislative Update**

SAA Government Relations Director John Forester will recap the 2013-15 state budget and its impact on public education in Wisconsin. He will also cover education bills being discussed/debated in Madison and how that legislation may shape public education in 2014-15 and beyond.

School Administrators Alliance

● **Increasing Achievement by Improving School and Community Climate**

Learn how to design, evaluate and refine a school climate project that serves to bring the community and schools together to improve and sustain relationships among all stakeholders. The major emphasis is to simplify and combine initiatives coming down from our state, in order to maximize your school resources utilizing collaborative community efforts.

Hayward Community Schools

● **What Does a Facilities Manager Do?**

Facilities managers wear many hats within a school district. They are responsible for overseeing daily cleaning procedures, maintenance work, overseeing long-range maintenance projects and have a key role in building safety. Learn more about this vital role which accomplishes the

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behind-the-scenes work to make our schools function smoothly each day.

Kenosha Unified School District

● **Getting Great Results with Flexible Intervention Periods**

Hear how a consortium of six high schools in conjunction with a CESA are able to flexibly schedule all high school students into an intervention period each week. By using a specially designed computer scheduling program, teachers are able to meet with their homeroom students individually and schedule intervention periods based on student needs and requests.

CESA 5

● **Health Reform: Exchanges**

Exchanges are up and running in Wisconsin. There are 16 different regions in which both private and public exchanges are available to individuals and groups. Learn about the differences between each type of exchange, the benefits and downside of participation and the expected opportunities and changes that will affect large groups in 2017 and beyond.

Key Benefit Concepts

● **Financial Literacy Education – A Growing Trend in Wisconsin**

New research reveals 49 percent of school districts have a required course in personal financial literacy. Panelists from the Governor’s Council on Financial Literacy will share results from the Wisconsin survey on personal financial literacy, best practices, success stories and available resources to help schools elevate financial literacy education.

Wisconsin Department of Financial Institutions

● **Qualified Zone Academy Bonds**

Does zero percent interest on a building project sound good? If your district has a building with more than 35 percent of students eligible for free and reduced-priced lunch, this presentation is for you. Learn the ins and outs of QZABs (Qualified Zone Academy Bonds), which

are federal zero interest loans for school renovation.

Baird Public Finance

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

School districts are frequently subject to public records requests and face significant liability if they do not respond in a timely and accurate manner. Learn about the basics of Wisconsin’s 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

● **Develop a Successful School Volunteer Program and Help Students Learn More Powerfully!**

Learn strategies to build a school district volunteer program that places community residents in classrooms to serve as student tutors. Utilize citizen volunteers to make a difference in the classroom and connect with kids needing learning assistance. Move away from using volunteers to plan parties, make copies and collect permission slips.

Pewaukee School District

● **Energy Case Study – An Alternative Finance Model**

This panel discussion will cover CESA 10’s alternative finance model to performance contracting, which allowed the Crandon School District to implement a building-wide lighting upgrade, roofing, and insulation project for energy conservation and improved building functionality.

US Lamp, Inc.

● **Legal Responsibilities and Best Practices for LGBT Students**

Hear from community and school-based professionals about best practices in protecting and supporting these LGBT student populations, including strategies used to begin the conversation. This workshop will

Want to move around the convention **WITH EASE?**

For details about renting a scooter, visit the State Education Convention website at wasb.org/convention

help you identify benchmarks that you can use to both measure your district’s compliance with state and federal regulations and to implement best practices and procedures.

Middleton-Cross Plains Area School District

● **Implementing Common Core: Process Makes a Difference**

This session will highlight an easily reproducible process to deconstruct, understand, align, and implement the Common Core math standards. Participants will receive tools, techniques, and tips to assist schools and districts.

School District of New Berlin

● **What You Need to Know about Your School Nutrition Programs**

The Healthy Hunger-Free Kids Act of 2010 provided the first major changes to school meals in more than a decade. Regulatory changes related to school meal patterns and fiscal procedures have had a significant impact on school nutrition programs. This session will educate stakeholders on the new requirements and will allow time for questions.

Department of Public Instruction

● **The School Safety Checklist Your Wisconsin School Must Have**

How do you know if your school meets even the minimum standards for security? What are the best practices for school security in Wisconsin? Over the past year, the Wisconsin School Safety Coordinators Association has focused on these questions and developed a “Top 25 Checklist” for school leaders to evaluate their respective facilities.

Wisconsin School Safety Coordinators Association

● **Personalized Learning e-Powered by Collaboration**

The Wisconsin Digital Learning Collaborative (WDLC) is a strategic alliance between the Department of Public Instruction, the Wisconsin eSchool Network, and the Wisconsin Virtual School. The collaborative work of these entities connects your school with the right path and right resources at the right time. Collaboration can e-power your transformation to providing personalized learning paths for all students.

Wisconsin Virtual School

● **High-Impact Learning Environments**

The goal of this session is to help school leaders move their school environments forward. Gain knowledge and confidence in how to focus efforts and resources in the most effective manner. Learn how physical space impacts student outcomes and how the physiology of human movement has long-term implications on learning.

Contrax Furnishings, Inc.

● **Staff and Student Wellness Programs for School Districts**

Many urban school districts are experimenting with programs that positively impact the health and wellness of students as well as employees. Schools in New York City, for instance, are providing prescriptions to students for vegetables such as broccoli. Learn how implementing changes to health-contingent wellness programming could dramatically impact both staff and students in your district.

M3 Insurance

● **Utilizing Health Clinics to Manage & Reduce Healthcare Costs**

Learn about districts and public employers who are developing strategies to make it easier for employees to access the care they need. Across the state, public employers are leveraging local or on-site clinic models. This session will discuss how these programs have been implemented, their results and best practices.

Associated Financial Group

● **Establishing a Health Cooperative**

Wisconsin school districts face unprecedented flexibility in designing health insurance options for their staff, but that flexibility also comes with new risks and responsibilities. Learn from two WASBO business officials about a health cooperative they were instrumental in creating and how it is providing excellent benefits at a stable cost to 12 southeastern Wisconsin districts.

WASBO

● **What You Need to Know About Personalizing Professional Development**

Professional development must move away from “sit-and-get” and be personalized to the specific skill sets and knowledge needed by each professional educator. Professional learning must be “just in time” and focus on the competencies necessary for success. Learn about CESA 1’s personalized professional development program.

CESA 1

● **The CESA 6 Effectiveness Project: Moving Above and Beyond Equivalency**

The CESA 6 Effectiveness Project has been officially certified as an equivalent model to DPI’s Educator Effectiveness System. Attend this session to obtain an overview of the Effectiveness Project and to learn how it goes above and beyond equivalency.

CESA 6

● **Get the Most from Your Long-Term Capital Maintenance Program**

Planning the cash flows associated with your capital maintenance list can make or break the viability of your annual budget and the health of your fund balance. This session will cover the capital maintenance list itself and what should be included, potential funding options besides referendum, and who to involve in the process.

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