

JANUARY 20, 2016

Wednesday **General Session**

10 AM – Noon | *Wisconsin Center*



■ Luis Cruz keynote speaker



Luis Cruz, a former principal of Baldwin High School in Los Angeles, has been nationally recognized for his work in building positive school cultures in which all students, including English as a second language (ESL) learners, can succeed. As an advocate for Latino students, Cruz significantly reduced the achievement gap at Baldwin High School between the general student population and ESL students by engaging teachers, students, parents, and school leaders.

Cruz writes, “This multifaceted approach is found in the areas of

leadership, instruction, parent involvement, and a keen understanding of the role social emotional learning in the form of effective relationships between students and adults looks like throughout the organization.”

His focus on improving school culture and social emotional education of minority students has earned him many state and national awards. Cruz has won the New Teacher of the Year, Teacher of the Year, Administrator of the Year, and other community leadership awards.

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GENERAL SESSION HIGHLIGHTS

Presiding: **Deb Kerr**, WASDA
President, Brown Deer School District



Deb Kerr



Tony Evers

The 95th State Education Convention will open with a energetic performance by the **Edgar High School Jazz Ensemble**.

State Superintendent **Tony Evers** will share his vision for 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. Luis Cruz** will wrap up the general session with a passionate keynote address focused on improving school culture for the benefit of all students.

FEATURED SESSION

■ Effective Leadership and its Relationship with Building a Healthy School Culture Focused on Learning

What does effective leadership look like in schools? How does a leadership team build the kind of school culture ensuring policies, practices and procedures are aligned with the expectations of high levels of learning for all students? Join Dr. Luis Cruz, a renowned expert in the field of school leadership, as he introduces the practical steps associated with creating a school culture focused on learning for all students. Walk away from this break-out session understanding that effective school leadership is a collective endeavor that must embrace teacher and staff voices.

Dr. Luis Cruz, author, former educator and administrator



NETWORKING RECEPTION

Wed., Jan. 20, 4:30-5:30 pm — *Hilton Milwaukee City Center*

Relax with your colleagues and enjoy beverages and snacks courtesy of BoardDocs, Forecast5 Analytics, and Security Health Plan.

All attendees and exhibitors welcome.

WEDNESDAY Break-out Sessions

● Equity in Education: One District's Journey

Hear about one district's efforts to raise the bar, close its achievement gap, and graduate all students. Learn where this district is in this process and where it hopes to go. The purpose of this session is to provide hope, suggest the principles that have guided this district's work, and offer lessons learned that will enrich the work of other school districts and communities.

Middleton-Cross Plains Area School District

● Local Food Initiatives: Build Student Engagement & Community Capital

A panel of national and state experts representing schools, businesses, agriculture, government and wellness will share successful strategies to take the three C's of local Farm to School programs — cafeteria, classroom and community — to the next level. Learn how to meet regulatory requirements, and amplify the impact of existing district goals, including local business partnerships, wellness initiatives, and student readiness. Learn how to leverage rural assets and tap into free national and regional resources.

CESA #2

● Key Work of School Boards

The Key Work of School Boards provides a reliable guide and proven strategies to improve board governance effectiveness and to positively impact student learning. The five updated areas of the framework will be introduced and explained to gain a better understanding of this research-supported content. Resources for school board members will also be identified to support and aid in the improvement of board member effectiveness.

WASB

● Equalization Aid

One of two major pieces of school funding in Wisconsin, state equalization aid is calculated based on a district's spending, property tax base, and number of students. 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.

Department of Public Instruction

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

Learn about the importance of fund balance and why sustaining a strong fund balance is crucial to the fiscal health of a school district. This session will cover proportionality, the effect of cash reserve on cash flow, and related board policy. Get a better understanding of how the overall budget works and gain confidence when discussing these concepts with local citizens and state legislators.

CESA #1

● Key to 93% More Informed Community? Social Media!

School leaders and staff in the Frederic School District knew they had a great story to tell, but were challenged with getting the word out in a timely fashion. They wanted to start using social media but struggled with privacy concerns and were

afraid of the negative aspects.

The district partnered with #SocialSchool4EDU to get started and now has a social media system the district manages internally. They have the confidence to tell their story to thousands through Facebook, Twitter, Instagram and YouTube.

Marketing on the Move, LLC

● Managing Multiple Construction Projects

After a thorough master planning process, the Sauk Prairie School District successfully passed a referendum in April 2014 to fund multiple building projects. Hear how school leaders, architects and project managers worked collaboratively to

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. 20.

Sponsored by Nexus Solutions.

ensure all goals and expectations were met and succeeded while keeping each project on schedule and within budget.

Plunkett Raysich Architects

● Community Incubator 101

The School District of Florence County and Northeast Wisconsin Technical College are providing both educational and entrepreneurial opportunities via the utilization of a former school facility. The Woodland

■ Invitation to Administrative Assistants

School district administrative assistants are invited to attend the State Education Convention with complimentary registration. Administrative assistants can 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.

Regional Learning Center encompasses a state-certified kitchen, community store, café, county meal site, and conference area and provides numerous recreational opportunities. Area students and adults receive post-secondary training via course options and career pathways leading to certifications and degrees in various career paths that are in demand by regional industry.

Florence School District

● **Screening for Cultural Competence Using a Socratic Article**

Cultural competence is the process by which individuals, agencies, and systems integrate and transform awareness of assumptions, values, biases, and knowledge about themselves and others to respond respectfully and effectively across diverse cultures, languages, socioeconomic statuses, races, ethnic backgrounds, religions, genders, sexual orientations, and abilities. It recognizes, affirms, fosters, and values the strength of individuals, families, and communities and protects and preserves the worth and dignity of each.

TeacherMatch

● **How to Effectively Revamp your STEM/STEAM Programs**

Hear how two leading school districts reinvigorated their dated tech

ed programs and underused spaces into exciting, hands-on learning environments that integrate and align K-12 initiatives with workforce needs. Learn how they expanded and renovated STEM/STEAM facilities to enhance student learning opportunities in areas like robotics, agriculture, aquaponics, biomedical science, engineering, metals and woods.

J.H. Findorff & Son

● **Board-Superintendent Relations and Community Connections**

The relationship between the superintendent and school board is a key component to effective school district leadership. This session will conduct a careful examination of the board-superintendent relationship, roles and expectations, as well as the process for decision-making and evaluation. An introduction to the superintendent evaluation and board member self-assessment will connect expectations with actions.

WASB

● **SAA Legislative Update**

There is always something going on in the State Capitol that directly impacts school board members and administrators. Learn how the SAA's rationale for change and several components of its new proactive approach to advocacy are working. Time will be

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. 20 at 8 am in Ballroom AB of the Wisconsin Center to learn everything you need to know to get the most out of your convention experience.

provided for questions and answers and informal information sharing.

School Administrators Alliance

● **Utilizing Health Clinics to Manage and Reduce Health Care Costs**

Across the state, public employers are leveraging local or on-site clinic models. In some cases, districts are even partnering with their local governments to launch a clinic that each entity's employees can utilize. Learn how one school district partnered with the city and county to launch an employee clinic to better manage health care costs.

Associated Financial Group

■ **2016 WASB Delegate Assembly** | Wednesday, January 20, 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 board's voice is heard at the WASB Delegate Assembly. Delegates will meet in Ballroom AB of the Wisconsin Center at 1:30 pm on Wednesday, Jan. 20.

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. 19 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. 20.

Delegate Assembly refreshments sponsored by Meemic Insurance Company.

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 board has one vote.

● **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. This session will cover every level of experience.

Department of Public Instruction

● **Community Collaboration in School Safety**

Representatives from the Whitewater Unified School District and their local law enforcement agencies will share how a collaborative process resulted in significant

changes to school policy and procedures for responses to active threats in a school. This session will review the process used to identify a variety of measures to ensure school safety. The collaboratively developed safety measures and response system empower staff and students to make educated, split-second decisions to ensure student and staff safety.

Whitewater Unified School District

● **Leveraging Existing Benefits to Attract and Retain Staff**

Learn how to repackage your current benefits to generate staff interest. Hear how districts are using 403(b) vesting and matching contributions to enhance benefits and retain staff. Find out why the 403(b) gets snubbed by millennials and what you can offer that fits their needs. Learn about the impact financial education can have on staff health, as well as increased

appreciation of and participation in employee benefits.

WEA Member Benefits

● **Pushing the Start Button on IT Talent Development**

The workforce demand for information technology (IT) professionals is one of the highest talent needs within the state. Learn how an 18-county region is tackling this challenge by developing IT talent locally in collaboration with industry partners, economic development organizations, chambers of commerce, higher education and K-12 schools.

CESA #6

● **Getting Beyond Just Getting Better**

Continuous improvement is important, but often it is inadequate.



We must be sure we are working on the right things — things that have the potential to make a real difference for learning and achievement. Learn about practical strategies for breakthrough thinking and transformative approaches. The emergence of personalized learning will be used to explain and demonstrate the process of engaging in and leading transformative innovation.

CESA #1

● **Common Practices of High-Growth Schools in Wisconsin**

How do schools reach the highest levels of student growth? Several schools with high value-added results were surveyed to determine how and why they earned high growth in reading or math. The presentation will include a discussion of the results of the survey and sharing of common practices of high-growth schools such as curriculum, interventions, classroom designs, teacher professional development and school climate.

CESA #2

● **How Lighting Affects Student Performance in the Classroom**

Schools are upgrading lighting on a regular basis with the primary goal of achieving greater energy efficiencies. However, schools have been missing an opportunity to improve the learning environment. Recent studies have found we can improve visual acuity, reading speed and comprehension, alertness, mood, and behavior through lighting. This session will make recommendations on how we should be lighting the classroom for student and staff wellbeing and energy efficiency.

Energy Performance Lighting

● **School District Budget Cycle**

The school district budget's primary purpose is to translate the district's strategic initiatives into programs and services that support student learning. Referencing the WASB/WASBO Budget Cycle Handbook,

this presentation will discuss revenue sources and limits, budget planning and development, reconciliation and approval, budget management and reporting.

WASB / WASBO

● **Community Engagement Key to Referendum Success**

Voters are more likely to support a plan they understand and had a voice in creating. In this presentation, you will learn how to design and use a community-wide survey to both educate stakeholders on the needs of the district and gather data to finalize the solution. You will hear firsthand how the community engagement process has helped one school district successfully pass both capital and operating referenda.

School Perceptions

● **Using WISEdash for Data-Informed Decision Making**

How can you use data more WISEly to inform decisions? Get an overview and demonstration of the online WISEdash tool. Learn how WISExplore is working to improve student outcomes through designing, developing, and disseminating digital data inquiry processes to drive school improvement in the four critical context areas of literacy, numeracy, student engagement and college/career readiness.

CESA Statewide Network

● **A Team Approach to Modernizing Your Science Facilities**

As science curriculum becomes more rigorous to better prepare students for future careers, districts may not have the available space or modern labs conducive to the new instructional demands. Learn about the challenges and opportunities faced by the Rice Lake Area School District, which used a collaborative process and the viewpoints of multiple stakeholders to modernize its science facilities.

Rice Lake Area School District

● **STEP: Senior Tax Exchange Program**

Learn about an innovative program that offers retired Brown Deer property owners a tax credit and utilizes their special skills and talents to support and work with the school district's students and staff. Learn how to get started, how to provide support to teachers, and how our annual celebration recognizes the service of these invaluable members of our school community.

Brown Deer School District

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

This session will cover 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. Questions from attendees are welcome, and time permitting, this session will also briefly cover the basics of Wisconsin's Records Retention law.

WASB

● **Baited Hooks and Trapdoors**

Hear about current issues, trends, legislation and regulation related to 'Special Services.' Topics will include Results Driven Accountability, mental and behavioral health issues for public schools, Wisconsin's involvement in changing federal regulations, changes to open enrollment requirements and the impact on districts.

Wisconsin Council of Administrators of Special Services

● **ACA Compliance Updates 2016: Are All Your Ducks in a Row?**

Learn about current topics in health care reform as it impacts the employee benefit plans you have today and those you are considering in the future. What compliance issues should be on your radar? How do you determine who you

offer health insurance to and the amount you can charge the employee for their coverage and still stay in compliance with the Pay or Play rules? Are you ready for the new employer reporting? We will provide answers to these questions and more!

Employee Benefits Corporation

● **Breaking the Higher Education Perception**

With the growing demand for skilled labor, JP Cullen and over 20 school districts throughout Wisconsin, have been working to combat the perception that the trades aren't a noble profession offering competitive salaries and professional growth. A strategic plan will be presented that is designed to bridge the communication gap with internal and external audiences.

JP Cullen

● **Bending the Health Care Cost Trend Line and Improving Health**

Hear about a new partnership between the Stevens Point Area Public School District and Security Health Plan that reduced health care costs. Find out what they did and how they did it.

Security Health Plan

● **A Primer to Teacher Compensation Models**

Learn about different types of education compensation models and system components. The session will focus on providing a framework for districts to consider when developing new compensation structures based on their financial, cultural and strategic priorities. Presenters will provide a wide range of examples of models currently in place in Wisconsin school districts.

South Milwaukee School District

● **Survey Tools to Improve Data-Driven Decision-Making: Taking Your Schools from Good to Great**

Learn about three survey tools designed to help educational leaders



make data-driven decisions to identify efficiencies, improve systems and ultimately, increase student achievement. These tools include: the Staff Engagement Survey, the Administrative Planning Tool, and the Annual Board Development Tool. Learn how these surveys can help identify your district's strengths and weaknesses and take your schools from good to great.

School Perceptions

● **The Opportunity of Conflict**

Conflict occurs naturally and can present an opportunity for growth, understanding, and change. When ignored or mismanaged, conflict can be a destructive force that wastes time, energy and money while damaging the kind of working relationships necessary for getting things done. Learn tips and tools to help you become more comfortable with conflict, manage conflict constructively and work together with board members, administrators, teachers, parents, students and the public for win-win resolutions.

WASB

● **Scorecards: Adding Value to Administrator Evaluation**

Wonder how results can be the focus of performance reviews and evaluation cycles? The School District of Menomonee Falls is in its second year of using division and building scorecards to determine overall performance of administrators. Learn about the development of the

scorecards, metrics used to target performance and progress, and a collaborative approach to reviewing various division/building scorecards.

Menomonee Falls School District

● **Communication Plans: Not Just for Referendums Any More**

Reaching out year-round to parent groups, staff and community has become an important part of school districts across the country. From social media, public relations, website management, community surveys, graphic design and branding, keeping stakeholders informed and engaged is essential to their support of the school district. When it comes to getting your message out, we understand that quantity does not equal quality.

LHB, Inc.

● **Utilizing Coordinated School Health Policy Strategies to Promote Academic Achievement**

Evidence shows that the health of students is linked to their academic achievement. By working together, we can help ensure that young people are healthy and ready to learn. Presenters will share examples of how Wisconsin schools have successfully implemented comprehensive, coordinated wellness strategies and will open up a discussion about what is working and related challenges.

WASB