

Gearing Up for the Educator Effectiveness System

WASB Educator Effectiveness Conference tackles big issues surrounding educator evaluation

Beginning in the 2014-15 school year, the new Wisconsin Educator Effectiveness System will be in full implementation (see page 8). The WASB Educator Effectiveness Conference, which took place in August in Madison, Green Bay and Turtle Lake, connected school leaders with the latest information available regarding the new Educator Effectiveness System and other key issues such as alternative compensation systems.

Sheila Briggs, assistant state superintendent, and Katie Rainey, DPI education consultant, guided attendees through background and other information regarding the state's new Educator Effectiveness System.

"When used appropriately, districts should be able to use the Educator Effectiveness System to identify high performers within and across the different components of the system to duplicate best practices, maximize individuals' strengths through differentiated job responsibilities, and increase leadership opportunities," Rainey said.

During a panel discussion, Joe Sanfelippo, superintendent of the Fall Creek School District, and Lori Neurohr, elementary and middle school principal in the Kohler School District, talked about what the Educator Effectiveness System looks like in their districts.

"We've learned that power comes from ownership in the process and power comes from teachers' ability to learn from failure and succeed," Sanfelippo said.

"I think we have to provide mean-



ingful professional development time for our teachers," Neurohr said. "We need to show them the ins and outs of Teachscape (professional development tool), we can't just put them in a room with a slideshow and expect them to be successful."

WASB Associate Executive Director Barry Forbes presented on teacher compensation systems. Act 10 gave school boards the freedom to develop alternative teacher compensation systems. Forbes emphasized the need for new teacher compensation systems to provide a career ladder for new teachers.

"There must be a plan for new teachers to eventually receive the same compensation as veteran teachers," he said. "This will require that teachers moving through the compensation system receive larger

compensation increases than experienced teachers at the top of the system. If schools repeatedly freeze teachers in step on the schedule and give everyone the same across-the-board pay increase, then those new teachers will become disillusioned and will find other jobs."

Other sessions included an update on the state budget and other legislative issues, a presentation on a new tool for school board members to develop a unified plan for district leadership, a session on superintendent evaluations, a presentation on testing integrity, and a session on the Common Core State Standards.

To view photos and presentations from the WASB Educator Effectiveness Conference, visit wasb.org. Select "Meetings and Events" and then "Event Recaps." □

We have to provide meaningful professional development time for our teachers. — Lori Neurohr, Kohler School District

WASB Executive Coaching Program Workshop

The WASB Executive Coaching Program kicked off in July with its first workshop.

The WASB Executive Coaching Program is a four-part series of one-day workshops taking place throughout the year. The intent of the workshops are to build the working relationship between the superintendent and school board president and strengthen the leadership capacity of these two individuals.

The first workshop addressed “The Power of Effective Communication.” This workshop started with an in-depth session on communications — specifically the role of the superintendent and school board president in establishing internal and external communication patterns and strategies.

Louis Birchbauer, WASB consultant, led a session on strategies for handling “crucial conversations” where stakeholders have differing opinions, stakes are high and emotions are strong. Birchbauer talked about skills district leaders need to develop to handle these delicate conversations.

“A crucial conversation skill when dealing with groups is dialogue,” Birchbauer said. “A person skilled in dialogue will do their best to make it safe for everyone



to add their meaning to the shared pool — even if ideas at first glance appear controversial, wrong, or at odds with their own beliefs.”

This workshop was the first of four scheduled events. The next workshop takes place Oct. 25 in Neenah — workshops are open to all interested members. Information and registration will be available on the WASB

website at wasb.org as the event dates approach. □

U P C O M I N G E V E N T S

WASB Fall Regional Meetings

Each year, the WASB Fall Regional Meetings bring together school leaders in their respective WASB regions to recognize accomplishments, listen to a feature presentation, and hear about WASB’s activities and plans. *For more information, visit wasb.org.*

- Region 1** | Sept. 17 – Rice Lake
- Region 1** | Sept. 18 – Washburn
- Region 2** | Sept. 19 – Minocqua*
- Region 3** | Oct. 1 – Green Bay
- Region 4** | Oct. 16 – Eau Claire
- Region 5** | Oct. 30 – Rothschild*
- Region 6** | Oct. 8 – Tomah
- Region 7** | Oct. 2 – Neenah*
- Region 8** | Oct. 24 – Kiel
- Region 9** | Oct. 15 – Fennimore
- Region 10** | Oct. 9 – Baraboo
- Region 11** | Oct. 22 – Pewaukee*
(combined with Region 15)
- Region 12** | Sept. 24 – Stoughton
- Region 13** | Oct. 23 – Elkhorn
- Region 14** | Oct. 29 – Milwaukee
- Region 15** | Oct. 22 – Pewaukee*
(combined with Region 11)

*Denotes region with elections for WASB Board of Directors.

WASB/WSAA Employment and School Law Seminar

Controlling risk and cost, teacher nonrenewals, closed sessions, bullying — these are just a few of the topics to be covered at the WASB/WSAA Employment and School Law Seminar, taking place Oct. 10-11 in Wausau and Oct. 31-Nov. 1 in Madison.

Each day of the WASB/WSAA Employment and School Law Seminar features two separate tracks, allowing attendees to choose the sessions that are most applicable to them. Speakers include experienced school attorneys from the WASB and the Wisconsin School Attorneys Association (WSAA).

With the number of law changes affecting public education, many of the sessions will provide important updates. Endorsed agents from the WASB Insurance Plan will provide an update on the Patient Protection and Affordable Care Act, which will have a significant impact on employees, employers and health care providers.

In another session, WASB Associate Executive Director Barry Forbes and Tony Renning of Davis & Kuelthau will discuss the often difficult process of hearing and gathering public complaints. This session will review recent legal developments in First Amendment and other laws governing school board receipt and processing of communications from the public.

These are just a couple of the more than 16 in-depth sessions that will be offered at the two-day WASB/WSAA Employment and School Law Seminar. *For more information on sessions or to register, visit wasb.org.*

October 10-11 | Westwood Conference Center – Wausau

Oct. 31 – Nov. 1 | Alliant Energy Center – Madison