

JANUARY 23, 2015

Friday **General Session**10:30am – 12:15pm | *Hilton Milwaukee City Center*■ Rosalind **Wiseman** keynote speaker

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**As a teacher, thought leader,** author, and media spokesperson on bullying, ethical leadership, the use of social media, and media literacy, Rosalind Wiseman is in constant dialogue and collaboration with educators, parents, children, and teens.

She is the author of *Queen Bees and Wannabes: Helping Your Daughter Survive Cliques, Gossip, Boyfriends, and the New Realities of Girl World*, the groundbreaking, best-selling book that was the basis for the movie *Mean Girls*. Her latest book, *Masterminds & Wingmen: Helping Our Boys Cope with Schoolyard Power, Locker-Room Tests, Girlfriends, and the New Rules of Boy World* was published in September 2013.

Each year, Wiseman works with tens of thousands of students, educators, parents, counselors, coaches, and administrators to create communities based on the belief that each person has a responsibility to treat themselves and others with dignity. She was one of the principal speakers at the White House Summit on Bullying.

A sought-after speaker, Wiseman's presentations transcend cultural and economic boundaries in her appeal to ensure children's and teenagers' well-being. Her engaging and forthright delivery captures audiences and inspires them to build positive relationships among each other.

FRIDAY **Break-out Sessions**

- **Teacher Compensation: Making Professional Growth the Priority**

This presentation will walk participants through the year-long, collaborative effort between the board, the district administrative team, and a group of professional educators that resulted in the development of a teacher compensation model that places teacher professional growth at the core. Presenters will provide an overview of the model and the steps building up to its development. Additionally, they will share the key tools developed to ensure high-quality professional growth goals.

*Greenfield School District*

- **Listen to Your Employees to Learn**

We know we are in the people business and your faculty and staff are your top investment. How do you know how they are feeling about their work? How can you use data to measure how invested your faculty and staff are? Learn how to employ

strategies to hire the best staff and then to truly listen to and learn from staff concerning how engaged and satisfied they are with your school district and leadership.

*Pewaukee School District*

- **A Look At School Board Unity**

Review, discuss and apply ideas aimed at promoting respect for and unity among fellow school board members. During the session, participants will look at the relationship between what is expected and what is attained and how the two can influence student achievement. These ideas were featured in the *American School Board Journal* in an article authored by the presenter.

*Stockbridge School District*

- **21st Century Governance for 21st Century Schools**

Governance by policy is a results-oriented governance model designed to ensure a board is in the appropriate

position to lead a district in the achievement of a predetermined set of goals. Governance by policy promotes board holism, fulfills the fiduciary role of the board as well as empowers the flexibility and creativity of the superintendent. This governance model gives your board the comfort and confidence the district is accomplishing its targeted results without distraction.

*Howard-Suamico School District*

- **How to Make Your School Board Election Campaign a Success**

There are many locally elected positions in our communities, but school board positions are unique. While you can not completely eliminate the tense countdown to election day, there are strategies that can be used to alleviate challenges. The Port Washington-Saukville School Board president will present methods for a campaign path that can lead to victory.

*Port Washington-Saukville School District*

## FEATURED SESSION

### WASB Legislative Update

The 2015-16 Legislature could set a tone for the next several years on vital subjects such as school funding and revenue limit adjustment, voucher expansion and school accountability. Learn what will be at the top of the legislative agenda for K-12 education.

WASB

## GENERAL SESSION HIGHLIGHTS

**Out to Lunch**, an energetic and talented vocal jazz group from **Prairie du Chien High School**, will open the final session of the 94th State Education Convention.

The **Governor of Wisconsin** has been invited to attend and discuss the priorities for public education in Wisconsin.

Author **Rosalind Wiseman** will talk compassionately about how to build positive relationships.



Presiding: **John Gahan**,  
WASBO President,  
Pewaukee School District

## FRIDAY Break-out Sessions [continued]

### Wisconsin Educator Effectiveness: Building Commitment Rather Than Compliance

Learn how the Franklin Public Schools has connected its framework for continuous improvement to the Wisconsin Educator Effectiveness system to improve student achievement. Presenters will identify connections between the Wisconsin Educator Effectiveness Model and instructional practices that move teachers from compliance to commitment.

*Franklin School District*

### Community Engagement: Moving Away from the Traditional

Learn how one district is moving beyond traditional community engagement. Parents and key community leaders are put to work at community input sessions, and on a community advisory committee, as well as a standing key communicators group. Customer service, building a community identity, building the brand of the school and soliciting the best possible solutions happen when the community is an integral part of the district.

*DeForest Area School District*

### Closing the Achievement Gap – “The Brown Deer Way”

Learn how one of the most diverse school districts in the state with over 70 percent students of color and close to 50 percent poverty have partnered with stakeholders to address the root

causes of underachievement. We can no longer allow the high-achieving students in our districts to overshadow the students that need our advocacy. Learn how the “Brown Deer Way” has influenced strategic realignment of district resources, systems thinking, and cultural competencies to guide our actions.

*Brown Deer School District*

### Business Partnerships Leading to K-12 STEM Curriculum

The Columbus School District has partnered with 11 local manufacturers and developed a four-year K-12 STEM curriculum plan. This session will explore the value of business partnerships along with how to develop a K-12 STEM plan.

*Columbus School District*

### Innovative Compensation for Teaching Staff

The School District of Elmbrook recently released a new framework for compensating teachers based upon six pillars. The main areas of this new compensation system are performance, collaboration, and professional learning. Opportunities for base wage increases, bonuses, and stipends are all tied to these three areas. Learn how you too can innovate and rethink how you compensate your teaching staff.

*Elmbrook School District*

### Passing a Referendum

The Parkview School District passed a

\$17 million dollar facility referendum and a \$350,000 per-year operational referendum in April 2014 after many failed attempts. Learn how the district coordinated the process with support from the board, administration, and, most importantly, the community. This session will include the timeline used by the district along with key points learned.

*Parkview School District*

### Customized Education: Pathways to College and Career Readiness

Learn about the process utilized by the Green Bay Area Public School District (GBAPSD) to work in collaboration with business, industry, institutions of higher education, and community-based organizations as our partners to support multiple academic pathways to success. Learn from our partners, teachers and students about their role in working with the GBAPSD to sponsor talent development for the 21st century work force.

*Green Bay Area Public School District*

### Closing the AP Gap – It Can Be Done!

Hear the story of how the Verona Area School District, with the help of the non-profit Equal Opportunity Schools, radically increased the number of underrepresented students in its Advance Placement courses. Presenters will share what went well, not so well, and what they would do differently.

*Verona Area School District*