

Thursday **General Session**

3 – 5 PM | *Wisconsin Center (formerly Delta Center)*

■ **Brad Meltzer** keynote speaker



Brad Meltzer, *New York Times* best-selling author and host of the History Channel's *Brad Meltzer's Decoded*, will join us for the second general session. Meltzer's story is filled with perseverance, focus, and the commitment to one's dream. And thanks to his recent nonfiction hit, *Heroes For My Son*, it is a story filled with the inspirational tales of the Wright Brothers, Abraham Lincoln, Rosa Parks, Jim Henson, Mr. Rogers, and more.

Raised in Brooklyn and Miami, Brad is a graduate of the University of Michigan and Columbia Law School. *The Tenth Justice* was his first published work and became an instant *New York Times* bestseller. *Dead Even* followed a year later and also hit the

New York Times bestseller list, as have all eight of his novels. His books have spent more than 11 months on the bestseller lists, and have been translated into over 25 languages, from Hebrew to Bulgarian.

Brad has played himself as an extra in Woody Allen's *Celebrity*, co-wrote the swear-in oath for AmeriCorps, the national service program, and earned credit from Columbia Law School for writing his first book, which became *The Tenth Justice*. Before all of that, he got 24 rejection letters for his true first novel, which still sits on his shelf, published by Kinko's.

Brad currently lives in Florida with his wife, who's also an attorney.

Brad Meltzer's story is filled with perseverance, focus, and the **commitment to one's dream.**

● ● ● GENERAL SESSION HIGHLIGHTS ● ● ●

Presiding: **Nancy Thompson**, WASB President, Waterloo School District



Nancy Thompson

The **Shawano High School Jazz I** ensemble will give an energetic start to the second general session of the 93rd State Education Convention.

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

WASB President Nancy Thompson will reflect on her year as WASB president and offer parting words of advice before handing the gavel onto the next WASB president.

Best-selling author and television personality **Brad Meltzer** will deliver the keynote address.

FEATURED SESSION

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

This session will provide a general overview of state general equalization and categorical aids, the financing of various student learning options, the revenue limit, and school levy tax credits. Additionally, there will be an in-depth discussion of each component that will focus on the state policy issues and concerns that have been raised by school district board members and administrators over the years.

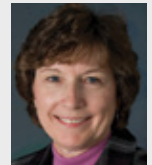
David Carlson, WASB consultant, former school district administrator, retired director of the School Financial Services Team at the Department of Public Instruction; **Peter Ross**, district administrator, Seymour Community School District; **Bambi Statz**, Professor Emeritus UW-Whitewater and executive director of the Association for Equity in Funding.



David Carlson



Peter Ross



Bambi Statz

● PLUS ONE Intervention Model

Is your school district still searching for a cost-effective structure for providing RtI to your middle and high school students? In this panel discussion, learn about the PLUS ONE structure and the research behind the creation of this structure, and discuss the components for the creation of PLUS ONE.

Goodman-Armstrong Creek School District

● We Need a Referendum – Now What?

Referendum experts break down the process and create a step-by-step plan on how to position your referendum for success. Key areas to be covered include the three primary elements for a referendum, the value of site selection, the critical evaluation of options, and the importance of community involvement and third party coordination.

Hoffman Planning, Design & Construction, Inc.

● School Counselors Helping with Academic Achievement

Learn how the current president of the Wisconsin School Counselor Association (WSCA) successfully used data to improve: student safety and climate; and academic, personal/social and career skills at River Bluff Middle School in Stoughton. Walk away with an easy-to-use template to take back to your school counselors.

Stoughton Area School District

● OPEB Solutions using Retiree Only HRA Plans

This session will explore establishing retiree-only health reimbursement account (HRA) plans as a means to restructure other post-employment benefits. A retiree-only HRA plan can be specifically designed to pay for a retiree's health insurance premiums on a tax-free basis. If set up properly, this type of HRA is exempt from numerous Affordable Care Act provisions.

National Insurance Services

● Referendum Success – Getting It Right for the Short Term and the Long Term

The Middleton-Cross Plains Area School District had two referendum questions on the November 2012 ballot totaling nearly \$60 million. Both referendums passed with more than 60 percent of the vote. The district and consultants will share tips about the process it used not just to pass this referendum, but to also position itself to be successful in the future.

J.H. Findorff & Son Inc.

● Ethical Considerations in Resolving Conflicts

Conflict resolution is a phrase we often hear, but we might not always pause to give it much thought in relation to ethical considerations before acting. This presentation will look at what role ethics plays in the efforts of school board members and administrators in resolving conflicts with each other, community

members, and staff members.

WASDA Ethics Committee

● Compensation Through Collaboration

Learn how one district collaborated with staff and board members to create a sustainable and predictable teacher compensation model. Hear about the process used as well as the final product. Presenters will include school board members, teachers, and administrators, who will reflect on their roles through the journey.

School District of South Milwaukee

● Superintendent Search – Leadership Change

The school board is responsible for and entrusted by the community during the selection process of a superintendent. A successful search will be outlined as well as the steps necessary to meet the school board's statutory obligations. Learn how a search firm can assist a district to navigate technical and legal aspects of a quality search.

WASB

MEAL & NETWORKING PROGRAMS

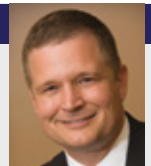
■ WASB Breakfast Program

Thursday, Jan. 23, 7-8:30am | Pre-registration required, \$36

C.J. Huff is currently in his sixth year as the Superintendent of the Joplin Schools. On May 22, 2011, his district faced what seemed to be an insurmountable challenge. Ten of his 19 buildings were damaged or destroyed following the devastation caused by the most costly tornado in U.S. history. Hear how Dr. Huff, his team, and the board of education worked to rally a nation to get the children of Joplin out of the rubble and back in school just 87 days later.

Dr. Huff arrived in Joplin in July 2008 to begin his work as Superintendent of the Joplin Schools. Prior to accepting this position, Dr. Huff served four years as the Superintendent of Schools in the Eldon School District, near Lake of the Ozarks.

Dr. Huff was born and raised in Southeast Kansas. Prior to becoming an educator he was a farmer for eight years and attributes much of the success he has achieved to a strong work ethic and values instilled in him by his family. He has been married 15 years to his wife Jennifer. Together they have three children.



Dr. C.J. Huff

■ WASDA Luncheon

*Thursday, Jan. 23, Noon – 1:15 pm
Pre-registration required, \$36*

Join the Wisconsin Association of School District Administrators at its annual luncheon, featuring the 2014 Wisconsin Superintendent of the Year.

■ WASBO Luncheon

*Thursday, Jan. 23, Noon – 1:15 pm
Pre-registration required, \$36*

Hosted by the Wisconsin Association of School Boards, this luncheon honors the 2014 Wisconsin School Business Official of the Year.

● **Universal Design for Learning in a Multi-Level System of Support**

Universal Design for Learning (UDL) provides educators with a structure to develop their instruction to meet the wide range of diversity among all learners. Learn about many aspects of UDL, including how it works with existing structures in schools such as a Multi-Level System of Support.

Department of Public Instruction

● **On-Site Medical Clinics**

An emerging trend among school districts is the development of on-site medical clinics. Learn why we are seeing more on-site clinics, what school districts should consider, and case studies of how some Wisconsin districts have made it work.

WEA Trust

● **Not on My Watch**

In July 2013, the Department of Public Instruction convened a conference of stakeholders to focus on improving the safety of Wisconsin public schools. Presenters from that conference will share the results — what is working and what needs to be addressed — and plans for the next steps.

Department of Public Instruction

● **Risk Management Plan Development/Importance**

Successful risk management programs are a result of being proactive in developing a safety culture within the organization. It requires the efficient use of available resources and a consistent message to users of school facilities. Learn about best practices in risk management areas and have a chance to see what one district has done to create a full risk management plan.

Management Strategies, LLC

● **One-to-One for All! Technology in School**

Learn how a small school district implemented a 1:1 technology program from second to 12th grade and became the first Midwest district to offer three certified Project Lead the Way programs. The district also offers high school students the oppor-

tunity to earn an Associates of Arts degree without leaving its facilities.

TSP Architects & Engineers

● **Leading Innovation in WI: District Partnerships with WISN**

This session will focus on how three different school districts from three geographic areas of the state are working in tandem with the Wisconsin Innovative Schools Network (WISN) to transform education one school at a time. Administrators from Appleton, Birchwood, and River Valley will share the change process they've employed through this unique collaborative effort.

Wisconsin Innovative Schools Network

● **Labor, Employment and School Law Update**

New laws, administrative rulemaking and court decisions create an ever-evolving legal landscape in which school boards and administrations must operate. This session 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

● **Public-Private Partnerships in School Breakfast**

According to rankings by the Food Research and Action Center, Wisconsin ranks 40th nationwide in the number of students participating in school breakfast compared to the number participating in school lunch. Increasing school breakfast participation will generate additional federal funding for Wisconsin schools, fewer absences, higher test scores and higher graduation rates.

Hunger Task Force

● **Developing School-Community Partnerships – and a Fab Lab**

Stoughton's school-community partnership collaborated to build a Fabrication Laboratory (Fab Lab) at the high school. Learn about the evolution of this partnership and the implementation of the Fab Lab — a hands-on

2014 Spouse
EXCURSION

Spouses and other registered guests are welcome to attend a special city and food tour in downtown Milwaukee on Thursday, Jan 23 from 10:30 am - 2 pm. This tour will explore three distinct neighborhoods (Third Ward, Old World 3rd Street, and Brady Street). Learn more about Milwaukee's rich Italian, German, and Polish history and sample flavors from restaurants along the way. The tour will include lunch at a Polish restaurant.

lab with a specific set of computer-operated machines, allowing people to create a nearly unlimited variety of products and devices.

Stoughton Area School District

● **Systematic Continuous Improvement: Organizational Focus and...**

How do schools and districts continue to improve? Experience increased success? Involve all constituents to ensure long-term and embedded success? What tools help with the continuous improvement process? These and other questions will be answered. Tools and tips will be shared with all participants.

School District of New Berlin

● **Building Community Support for Schools: Why Effective Communication Starts At the Top**

The Wisconsin School Public Relations Association (WSPRA) recently collaborated with several educational agencies on a statewide research project (achieving 100 percent participation!) to gather information about district communications efforts. Get a closer look at the findings and what they mean as you work to build stronger community support for your school district.

Wisconsin School Public Relations Association

● **Understanding Revenue Limits**

The school revenue limit is the major base for school funding in Wisconsin. Learn how the revenue limit

is calculated and what variables are included in the calculation beyond student membership. This session is intended to be at the intermediate level.

Department of Public Instruction

● **Bridging the Generation Gap**

Are you a Baby Boomer, Gen X, Gen Y or Traditionalist? Today is the first time in history we have four generations working together! Learn how to effectively communicate with, work with and manage generational differences to maximize team performance and improve workplace effectiveness.

The American Deposit Management Co.

● **Low-Cost, High-Impact Solutions for Asthma-Safe Schools**

Almost half of all children with current asthma reported missing one or more days of school in the last year due to asthma. Learn about the Wisconsin Asthma Coalition, which works to increase school attendance by reducing exposure to environmental asthma triggers found within the school utilizing low- and no-cost strategies.

Children's Health Alliance of Wisconsin

● **Long-Range Planning for Facilities**

Too often, schools make the decision to postpone projects to pay for other budget items. Learn from facility managers how they work to build community understanding on facility needs and work through the process of creating a long-range facilities plan.

Glendale-River Hills School District

● **The Professional Growth Model – Maximizing Teacher Improvement**

Learn about the Fall Creek School District's Professional Growth Model — a collaborative effort between teachers, administration, and school board members. A team of six educators representing the elementary, middle, and high schools convened to develop a plan that would reward high-quality educators based on their professional growth.

Fall Creek School District

● **'Catch our Energy' and Connect to the Core Curriculum**

Wisconsin Health and Physical Education presenters will demonstrate standards-based physical activities that illustrate examples of connecting the core curriculum while engaging students in movement. Attendees will be informed and entertained via four mini lessons representing examples of how quality PE should be taught in today's schools.

Wisconsin Health and Physical Education

● **DPI's Dropout Early Warning System**

Delivered securely as part of the Department of Public Instruction's WISEDash electronic dashboard system, the Dropout Early Warning System is now available to school officials. See how and why to use this new tool to save time and increase effectiveness in identifying students that may need more support.

Department of Public Instruction

● **Would You Like to Have an Exemplary Reading Program?**

Using a Comprehensive Literacy Model (CLM), the School District of Fort Atkinson was recognized for

having the most Exemplary Reading Program in Wisconsin in 2013.

Learn how you can establish a CLM in your district and how the use of reading coaches can improve the instructional skills and strategies of your elementary teachers.

School District of Fort Atkinson

● **Innovation in Education: Designing for the Student**

Explore facility trends and learn how you can work collaboratively with architects to implement innovative design solutions today and into the future. Topics include: Project Lead the Way, the Next Generation of Science Standards, "green" design, 21st century learning environments, accessibility, safety/security, and the future of libraries.

Plunkett Rysich Architects

● **Employee Benefit Planning Compliance Updates 2014 and Beyond**

It's time to get ready for the 2014 mandates under the Affordable Care Act. This session will review the final compliance checklist necessary to make any last minute changes to your benefit packages in advance of your 2014 insurance plan renewal.

Employee Benefits Corporation

Inspired by Innovation

We are committed to taking a unique approach to guiding you through your legal issues.

 **DAVIS | KUELTHAU**
attorneys at law

BROOKFIELD | GREEN BAY | MADISON | MILWAUKEE | OSHKOSH | SHEBOYGAN
www.dkattorneys.com

● **Vision 20/20: Seeing Your District's Future Clearly**

Learn about one district's effort to develop a strategic course with all of its stakeholders about where they want the district to go. The conversations have helped the district put together a sustainable process that will help it accomplish the district's priorities by 2020.

School District of New Lisbon

● **Common Core State Standards: What You Need to Know**

Join us for a session intended to answer the following questions: What are the Common Core State Standards, what does their adoption mean for Wisconsin, and what impact will the Common Core have on teaching, learning and assessment? Bring your questions as well.

Department of Public Instruction

● **Teamwork – The Critical Component to Board and Superintendent Relations**

One of the most dynamic relationships in school leadership is between the board and the superintendent. Hear about one district's set of regularly monitored policies that ensures accountability and integrity from both sides of the board table.

Howard-Suamico School District

● **Open Session on School Law Issues**

Ask attorneys any questions you may have related to school law or policy issues. Feel free to come with your own questions in mind, or simply to listen to the discussion.

WASB

● **The Power of Data – WI K-12 Analytics Program**

Learn about Wisconsin's K-12 analytics program and hear how districts are gaining insight from data analysis and peer comparison. Hear perspectives of a business manager, superintendent and board member.

Forecast5 Analytics

● **5 Ways to Maximize Your District's Operations Effectiveness**

Lean Thinking, increasingly utilized and applied across all market sectors, is a proven approach to improving

district operations and value while decreasing waste. This session includes hands-on demonstrations that introduce participants to applying Lean Thinking to any process.

J.P. Cullen & Sons, Inc.

● **Pros and Cons of Act 32 and Performance Contracting**

Attendees will learn about the nuances (pros and cons) of Act 32 and Performance Contracting requirements as it relates to providing energy efficiencies and subsequent revenue limit relief.

Performance Services

● **A Collaborative STEM Education**

Learn about Brillion High School's team-taught STEM technology class. Student projects include: a cardboard boat, homemade electric guitar, aquaponics, and more. The collaboration between teachers of the STEM and non-STEM teachers has led to other opportunities for students. Hear how the school is implementing a curriculum this year at the elementary level.

Brillion Public Schools

● **Understanding State Equalization Aid**

If you have questions about why your district's equalization aid is

increasing, decreasing, or remaining stable, this session is for you. The DPI School 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

● **Effects of Technology and Media on the Brain**

What is the effect of rapid fire, digital information on a child's ability to sustain attention to a task such as writing or reading? Does technology pose a concern for parents whose children spend an average of five hours or more per day in front of a screen? Hear current research findings on these themes and more.

Drs. George and Lynette Zimmer

● **Inside Out Design: Creating Flexible Learning Spaces to Support Personalized Active Learning**

Are your learning spaces able to easily adapt to the changing needs of your teaching pedagogies? Learn how you can incorporate flexibility into new and existing spaces to help transform your schools on any budget.

Eppstein Uhen Architects

CONVENTION TOUR

■ **DISCOVERY WORLD: Center for Public Innovation**

Thursday morning, Jan. 23
Pre-registration required, \$5

As the Center for Public Innovation, Discovery World is dedicated to helping people positively impact their communities by developing a better understanding of technology and the environment while fostering both innovation and creativity.

This tour will showcase Discovery World's 120,000-square foot facility that includes interactive science, technology and freshwater exhibits, learning labs, theaters, television and audio studios, and fresh and saltwater aquariums.

Specifically, the tour will feature 10 magnificent labs and studios that provide tools to the public to develop and make products, give access to professionals and their trade secrets, and offer customized programs designed to teach entrepreneurship.

Attend this special tour to learn about the ways your classroom can utilize all of the tools made available to you at Discovery World.



● **4K and Kindergarten: Critical Foundations for School Success**

Hear one district's recent successes, best practices, and reflections that have resulted from continuous improvement efforts in early learning. Educators will share the goals, strategies and the role of professional learning communities that have resulted in strong academic and behavioral outcomes.

Monona Grove School District

● **Pay For Performance Salary Structure Model**

Learn about one district's new pay model — developed collaboratively over the past two years by the school board, administration and certified staff. This session will outline the process used and the implementation of the new pay model.

Northland Pines School District

● **The Positive Impact of a Restorative and Collaborative Model in Truancy and Expulsion Proceedings**

Learn about a restorative model in expulsion proceedings and a collaborative model in truancy proceedings, working closely with local law enforcement. This session will also review data showing the positive impact on students.

Oregon School District

● **Understanding the Innovative Approach and Solutions behind a LEED Gold Certified School**

Hear about the planning and design of the first LEED Gold Certified Primary School in the nation. This presentation will explain the many choices of energy efficient building components and systems and, most importantly, the school's results after more than two years in operation.

Somerville Architects & Engineers

● **The Educator Effectiveness System: Are You Ready?**

Hear a brief overview and updates to the Wisconsin Educator Effectiveness System. Additionally, participants will consider key pieces related to district implementation and self-assess their readiness for implementation.

Department of Public Instruction

● **The School Board's Role in Improving Student Achievement and Success**

The role of the principal and superintendent is changing dramatically in light of Educator Effectiveness and other related statewide initiatives. These demanding roles require thoughtful school board understanding and support if the goals of high student achievement and success are to be reached.

Association of Wisconsin School Administrators

● **Creating Healthy and Active Schools through Policy**

How do you create a school district where a healthy food environment and opportunities to be active are the norm for students and staff? Learn about policy-oriented strategies designed to help districts make that shift.

WASB

● **Manufacturing is Alive and Well in Wisconsin — Will It Stay That Way?**

Manufacturers are in need of employees. With Wisconsin being the number one manufacturing state in the U.S., how do we address their needs? Hear some of the concerns that manufacturers have and share some suggestions to help alleviate their concerns.

Kettle Moraine School District

● **Academic and Career Planning: Leading Students to Success**

Hear how partnerships can enhance students' educational experiences, increase their exposure to post-secondary options, and improve college and career readiness. Specific topics of discussion include current legislation, district policy, and delivery and implementation of career development.

Department of Public Instruction

● **Growing STEM & STEAM — Creation, Credits, Community**

Learn how one district has increased participation in its STEM and STEAM programs through Project Lead The Way, Gateway to Technology and an innovative STEAM course co-taught by an art and a science teacher.

Middleton-Cross Plains Area School District

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

While nothing can eliminate the tense countdown to election day, there are strategies that can be used to alleviate most challenges. One school board vice president will present methods for a positive campaign path that can lead to a successful victory.

Port Washington-Saukville School District

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

Roundtable topics will include how to: improve the climate and culture of a district; build collaborative relationships and community engagement; and develop continuous improvement strategies. There will also be discussions for new board members and board presidents.

WASB

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

This session will highlight what areas of a fiscal audit report to focus on and how to break information down into everyday terms that board members and community members alike can understand.

Wegner CPAs

● **Making the Patient Protection and Affordable Care Act Work for You**

Experts in employee benefits and employment law will discuss the various items districts need to be considering when planning for the impact of healthcare reform. Areas to consider include: offering a cash in lieu option, examining the potential effects of in and out migration, and other financial and plan design challenges.

Associated Financial Group

● **Improved Internal Climate through Improved Communication**

This session will look at how districts can improve internal climate through communication. Through case studies, presenters will analyze real problems, share examples of solutions that have been successful in bringing about incremental improvement, and share lessons learned.

CESA 6