

Thursday **General Session**

3 – 5 PM | Wisconsin Center

Richard **Gerver** keynote speaker



**A teacher in England**, Gerver began his career in 1992 and rose through the ranks fast, being identified in 1997 as one of the most outstanding teachers in the country. By 2005, he had won the prestigious School Head Teacher of the Year Award at the British National Teaching Awards for his work in leading a school on the brink of closure to becoming one of the most innovative in the world.

Gerver works closely with Sir Ken Robinson who cites Richard as one of the world's most exceptional educators; he is featured in Robinson's best-selling

book, *The Element: How Finding Your Passion Changes Everything*.

In addition, Gerver has written two critically acclaimed best-selling books: *Creating Tomorrow's Schools Today* and *Change: Learn to Love it, Learn to Lead it*.

Gerver been described as one of the most inspirational leaders of his generation. He argues, however, that great leadership is about serving the needs of the people that work for you and rely upon you. The three core principles that underpin Gerver's philosophy are communication, empowerment and impact.

GENERAL SESSION HIGHLIGHTS

Presiding: **Mike Blecha**, WASB President, Green Bay Area Public School District



Mike Blecha

The **Cedarburg High School Jazz Ensemble** will kick off the second general session of the 94th State Education Convention.

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

**WASB President Mike Blecha** will reflect on his year as WASB president before handing the gavel onto the next WASB president.

**NSBA President Anne Byrne** will share her thoughts on educational excellence and emerging trends.

Renowned educator **Richard Gerver** will inspire school leaders in his keynote address.

Richard Gerver been described as one of the **most inspirational leaders of his generation.**

FEATURED WORKSHOP

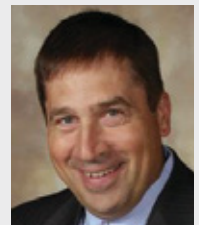
**Tour of Wisconsin's House of School Finance**

Understanding Wisconsin's complex system of school finance is truly a challenge. Using the analogy of a house, this workshop will help board members develop a basic understanding of state general equalization and categorical aids, the financing of various student learning options, the revenue limit, and the school levy tax credits. Additionally, the discussion of each component will include an exploration of the issues and concerns that have been raised by school district board members and staff 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.



David Carlson



Peter Ross

## THURSDAY Break-out Sessions

### ● Launching K-5 Learners into STEM

Learn how to design, implement and sustain a K-12 STEM program. Through project-based learning, students' critical thinking is encouraged and enhanced. STEM curriculum is aligned to state and national grade levels.

*Kenosha Unified School District*

### ● Labor, Employment and School Law Update

New laws, administrative rule-making and court decisions create an ever-evolving legal landscape in which school boards and administrations must operate. Employee handbooks and policies must be constantly updated to keep pace with changing laws. 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

### ● 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

### ● Wellness Strategies to Reduce Cost and Increase Satisfaction

Hear how the Sheboygan School District found better ways to manage costs with its wellness program, yet also work within collective bargaining agreements. The session will also discuss how the district maintained a robust health plan and thus able to attract and retain valuable employees.

*Associated Financial Group*

### ● The School Board's Role in Superintendent Evaluations

The school board is responsible for the evaluation of the superintendent by Wisconsin statute. The superintendent evaluation process sets the tone for staff evaluation and should be undertaken in a planned and deliberate manner. Gain valuable insight into performance assessment and meaningful tips for school board members trying to evaluate school leadership.

WASB

### ● Navigating K-12 STEM Licensing and Training Barriers

Hear about a K-12 plan to expand STEM education opportunities using a blend of strategies that include training the trainers, specialized training for teachers, and how to leverage licensing flexibility already available to all staff in your high school STEM courses.

*Elkhorn Area School District*

### ● Building Business Engagement with Your School

Hear how southern Wood County turned their challenges into opportunities by building collaborative partnerships between schools and businesses. The deep partnerships created through five subcommittees have led to more support, focus and collaboration between businesses and schools. This session is interactive and will allow for the opportunity to share best practices.

*Port Edwards School District*

### ● Communication and Engagement Strategy for Bond Initiatives

Do you have the leadership experience to guide the referendum communication process? What is your strategy for effective communication with a diverse group of stakeholders? How do you implement the plan in the midst of all the other responsibilities? Learn from the

## MEAL & NETWORKING PROGRAMS

### ■ WASB Breakfast Program

*Thursday, Jan. 22, 7-8:30am | Pre-registration required, \$36*

**Neil Willenson** is the Founder of One Heartland (formerly Camp Heartland), a non-profit organization that greatly improves the lives of children, youth and families who experience HIV/AIDS and other significant life challenges worldwide. Willenson is the vice president of Community Relations for Kapco Metal Stamping in Grafton where he is responsible for raising funds and distributing grants to hundreds of worthy charities.

Willenson's journey into social activism began at the age of 15 when he founded the Milwaukee Live charitable organization to raise money and awareness for the homeless. When he was 22, he befriended a five-year-old boy with AIDS and witnessed the discrimination, pain and sadness that he experienced.

Through the creation of Camp Heartland, Willenson sought to provide a safe haven for children infected with and affected by HIV/AIDS. Since its inception, thousands of children have participated in various camp sessions free of charge where they can have fun, feel accepted, and if desired, speak openly about living with the disease.



Neil Willenson

### ■ WASDA Luncheon

*Thursday, Jan. 23, Noon - 1:15 pm  
Pre-registration required, \$38*

Hosted by the Wisconsin Association of School District Administrators, featuring the 2015 Superintendent of the Year. This is a ticketed event and requires pre-registration.

### ■ WASBO Luncheon

*Thursday, Jan. 23, Noon - 1:15 pm  
Pre-registration required, \$38*

Join the Wisconsin Association of School Business Officials at its annual luncheon. Hear from the 2015 Wisconsin School Business Official of the Year. This is a ticketed event and requires pre-registration.

Kettle Moraine School District's successful April 2014 referendum and how they built support through leadership, strategy and outreach.

*Eppstein Uhen Architects, Inc.,  
Kettle Moraine School District*

● **Creating a Culture of Achievement – Improving Student Learning Results in a Large School District**

Discover how the School District of Janesville, winner of its second National Blue Ribbon award in three years, has been on a journey to excellence focused on raising student achievement. Find out how they are using telepresence within their district to drive results and give all students increased opportunities.

*Janesville School District*

● **Leadership Transition and the Superintendent Search**

The steps to conduct a successful search will be outlined in this session. School board members will be advised how a search firm should assist board members in wading through the technical and legal aspects of a quality search as well as laying the foundation for an effective transition of leadership.

*WASB*

● **Building Consensus with Community and School District Leaders**

Whether you are developing a master plan or defining the strategic direction and goals of your school district, effective communication and building consensus among stakeholders is essential. Learn how to involve key groups of individuals, addressing the needs and concerns of all those affected by your decisions, and collaborating to arrive at a final solution.

*Plunkett Raysich Architects, LLP*

● **Adult Bullying – How to Deal with it Effectively**

Adult bullying directly impacts the educational success of students, interactions with parents, and discussions at school board meetings. We assume that when an individual

becomes an adult, bullying disappears. Unfortunately, that is not always the case. Learn how to effectively deal with adult bullying.

*Port Washington-Saukville School District*

● **Effective Educator Initiative – Transitions Supporting Staff**

Hear about one district's journey to embed the effective educator initiative. This effort has involved many facets of the school system, including: personnel, technology, principal and mentor training, staff development, instruction, and communication.

*DeForest Area School District*

● **Developing Leaders in a Collaborative Model: Evidence-Based**

Learn how four school districts joined forces to better develop leaders in their school districts. Gain an understanding of a leadership development process along with strategies to use to develop an evidenced-based model of leadership to implement in your school district. This model is designed to support leaders to execute operational excellence.

*Pewaukee, Kettle Moraine, Oconomowoc Area, and Muskego-Norway School Districts*

● **Leading the 'Big Three' in 2014-15 and Beyond: Part 1**

This two-part sectional will provide a comprehensive view of standards, instruction, assessment, and accountability initiatives. In Part 1, the focus is on standards and instruction, with presentations on college- and career-ready standards in English language arts and mathematics as well as the instructional support and professional development intent of the Educator Effectiveness system.

*Department of Public Instruction*

● **Leading the "Big Three" in 2014-15 and Beyond: Part 2**

In Part 2, attention turns to assessment and accountability. This includes information on the upcoming ACT

**2015 Spouse EXCURSION**

**Milwaukee has a long tradition of brewing great beers!**

Join us on Thursday, Jan. 22, as we explore the stories behind the famed brewers and their grand breweries of the yesteryear. We'll tour the Pabst Mansion, sample and tour one of our great microbreweries, enjoy lunch, and more. For more information visit [wasb.org/convention](http://wasb.org/convention).

administration and the spring Smarter Balanced and ACT Aspire testing windows, including updates on bridging assessment data from old to new assessments. This part will also include a panel Q&A.

*Department of Public Instruction*

● **Hot Topics for Policy-Minded School Leaders**

Learn about several school board policy topics that have been affected by recent law changes and that have generated numerous inquiries to WASB policy staff. Topics will include: graduation policies, online coursework, and the new technical excellence scholarship opportunity. Attendees can ask questions and share their own local policy decisions/options in these areas.

*WASB*

● **Plan, Teach, Assess and Achieve Through Physical Education**

Witness active mini lessons (pre-K to high school) demonstrated by students and physical education staff illustrating multiple assessments suitable for use in teaching physical education.

*Wisconsin Health & Physical Education*

● **Containing OPEB Costs to Invest in Students**

Hear what one mid-sized school district did to keep a generous level of retirement benefits and fix its yearly costs thus freeing up more

resources for students. The district's process included close collaboration with its unions, extensive work with an actuary, selecting an investment adviser and borrowing from the State Trust Fund.

*Verona Area School District*

### ● **The Basics of Financing Facility Projects**

Unavoidable facility maintenance is a fiscal drain on districts. Preparing and budgeting for these types of projects is a must. Hear about recent legislation that offers districts multiple means of responding to these challenges.

*Baird Public Finance*

### ● **Master Planning and Strategic Thinking for School Board Members**

In order to perform at high levels, school districts need a written plan that embodies community values, educational best practices and an unrelenting focus on student learning. This written plan can be achieved through systematic, comprehensive, and analytical processes. The WASB master planning process will be explained in this session by defining the elements of stakeholder-driven strategic planning, facilities assessment, and financial assessment.

*WASB*

### ● **Referendum Success Through Community Engagement**

Strategies and tools used to plan and implement a successful referendum campaign will be presented. Learn how the use of two community advisory groups, volunteers, and community partnerships garnered a swell of support. Participants will receive copies of the educational information shared with the Fort Atkinson community.

*Fort Atkinson School District*

### ● **How Board Actions Impact Superintendent Effectiveness**

Learn how you can enhance the board/superintendent relationship in your district through a systematic approach to educational leadership that runs from the board room to

the classroom. Learn how research on educational leadership can be used to guide the evaluation process for your superintendent.

*CESA 6*

### ● **How to Seek and Hire Student-Centered Teachers in the Educator Effectiveness World**

From the job posting to the contract offer (and everything in-between), this session will provide research-based data to help guide school districts to increase the likelihood of hiring student-centered teachers who will flourish under educator effectiveness.

*River Ridge School District*

### ● **Developing a K-12 STEM Pathway**

Learn what Project Lead the Way looks like in K-12 classrooms, what it means to students and their schools, and how all schools can use a consortium effort to provide quality implementation.

*Project Lead the Way*

### ● **Value-Added: Overview and Uses for Educator Effectiveness and School Accountability Systems**

Following a brief, non-technical description of value-added and how it differs from other measures of

student achievement, the session will turn to the uses of value-added as one measure of school and educator effectiveness, focusing on the appropriate uses of these measures as well as their limitations.

*UW-Madison Value-Added Research Center*

### ● **Effective School Security and Emergency Preparedness**

Paul Timm, president of RETA Security, will discuss important strategies and resources for dealing with social media risks and solutions, and active shooter procedures.

*Arthur J. Gallagher & Co.*

### ● **Transportation: Contracting Versus In House**

Learn about the factors and considerations a board must take into account when determining whether an in-house operation or an outside vendor contract is the best option for providing pupil transportation.

*Panel of Wisconsin transportation directors*

### ● **The Impact of Educational Technology Trends on Your School**

Whether it's furniture that enables technology use or upgrading your wireless capabilities, the implemen-



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tation of your technology plan can greatly affect your facility. Learn through real-world examples how to create the infrastructure and environment to get the most out of your technology dollars.

*Hoffman Planning, Design & Construction, Inc.*

● **20 Ways to Engage Your Staff in Healthy Lifestyles**

Come to this fast-paced, interactive, lab-style session and explore ways to motivate and engage employees in health and wellness. Learn how to implement individual health improvement programs and evaluate return on investment. Plan to be on your feet and moving throughout the session!

*M3 Insurance*

● **Invisible Factors Affecting Achievement at Your School Now**

Learn about facility factors affecting achievement, including: occupant comfort, indoor air quality, lighting, security and more. Become an informed school leader about the importance of a safe and educationally appropriate learning environment.

*CESA 10*

● **Keeping Wisconsin Schools Safe: A Safe Schools Initiative**

Learn about training in school safety planning using the PREPaRE model. Hear about resources such as school safety assessments, print and on-line bullying prevention resources for classroom teacher use, and guidelines for handling communications in the event of a crisis.

*Wisconsin School Public Relations Association, Wisconsin School Safety Coordinators, Department of Public Instruction*

● **Aligning the Community, the Board, and the Strategic Plan**

Too often, the stakeholders of school districts operate in isolation. Community expectations are not explicitly known, the board infrequently monitors the progress toward goals, and the administration works on state-mandated programs.

Learn how to create a culture of excellence by aligning community expectations, school board policies, and the school district strategic plan.

*Chippewa Falls School District*

● **Revenue Limits**

This session will be a review of computation basics, explaining the details of the base revenue, three-year enrollment average, per-pupil inflationary adjustment, exemptions, underlevying, and carryover. Gain further insight into how this computation affects school district resources.

*Department of Public Instruction*

● **Building and Sustaining Quality Music Education Classrooms**

This session will help participants understand the value of a comprehensive music education, challenge participants to shift their view of what is actually transpiring in the music classroom, and provide ideas on how to build and sustain quality music education classrooms.

*Wisconsin School Music Association*

● **Open Session on School Law Issues**

Ask presenting attorneys any questions related to school law or policy issues. Feel free to come with your own questions or simply listen to the discussion.

*WASB*

● **Understanding State Equalization Aid**

State equalization aid makes up 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 resident students. Presenters will discuss the computation and review the variables and factors influencing each district's share of equalization aid.

*Department of Public Instruction*

● **Training and Realizing Results Using Lean/Six Sigma Quality Tools Across District Divisions**

This panel presentation by directors from the School District of Menomonee Falls will provide summaries of the Lean/Six Sigma projects completed by different divisions of the district. The session will share templates, models, and examples to support other districts that may be looking at ways to improve efficiency and effectiveness within their systems.

*Menomonee Falls School District*

● **National Advocacy – NSBA/WASB Legislative Partnership**

The National School Boards Association (NSBA) President Anne Byrne along with the NSBA Central Region Director Tim Sivertson from the Elk Mound School Board and WASB Government Relations staff, Dan Rossmiller and Christopher Kulow, discuss educational excellence and emerging trends in the partnership between the WASB and the NSBA.

*WASB*

● **Alternatives to Exclusionary Discipline**

Exclusionary discipline practices (in- and out-of-school suspensions,

EDUCATION TOUR

■ **Language Immersion at MPS**

Thursday morning, Jan. 22 | Pre-registration required, \$5

**Milwaukee Public Schools offers** outstanding language immersion programs for students from K4 through grade 12 at four schools. Students learn to read, write and speak fluently in English as well as French, German or Spanish. "Not only does second language acquisition provide students with higher scores on standardized tests in reading, language arts and math, immersion education prompts cognitive development in mental flexibility, creativity, divergent reasoning and higher-order thinking skills." Take a tour of MPS schools to learn more about their successful program. Visit [wasb.org/convention](http://wasb.org/convention) for detailed information.



expulsions) contribute to negative student outcomes. Presenters will review the state's discipline data, introduce policies and practices that are evidence-based alternatives to exclusionary discipline, and review available resources and support from the Wisconsin Department of Public Instruction.

*Department of Public Instruction*

● **How 25 Schools are Changing Educator Practice**

The State Personnel Development Grant, funded by the Office of Special Education Programs, is working with 25 schools from around the state using professional learning communities (PLC) as a framework to support systems change focused on improving outcomes for students with disabilities, and in turn improving outcomes for all learners.

*Department of Public Instruction*

● **Time to Transition into a 1:1 Digital Learning Plan**

The Wausau School District will share their findings and perspectives

from their previous mobile device pilots at the elementary, middle, and high school levels. This will include sharing resources developed as a result of the pilots, and how the district has developed a long-range plan to transition from pilots into a 1:1 Digital Learning Plan.

*Wausau School District*

● **How Redefining Health Care Value Will Change the Game**

With an emphasis on patient-centered care and shared decision making, the new standards for health care value will change the traditional roles of employers and employees. Learn how to help drive down health care costs and champion employee wellness.

*WEA Trust*

● **Baited Hooks and Trapdoors: Federal Funding Issues**

Federal funding is designed to assist in reducing costs for providing services to students with special needs. Yet the design of the procedures are complicated and can lead to situations that

require districts to pay back money that has been received. Gain a base level understanding of Maintenance of Effort (MOE) and Medicaid procedures.

*Wisconsin Council of Administrators of Special Services*

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

This special session gives you the opportunity to engage in small, roundtable discussions about school governance issues with experienced board members and WASB experts.

*WASB*

● **What School Administrators Should Know About K-12 Security**

Providing a safe learning and work environment for students, teachers and staff is a top priority for every school administrator. Shamus O'Meara and Johnson Controls provide an overview of the key elements of security planning and violence prevention that every school administrator should know.

*Johnson Controls*

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