

JANUARY 21, 2015

Wednesday **General Session**

10 AM – Noon | *Wisconsin Center*

■ Kevin **Honeycutt** keynote speaker



Kevin grew up in poverty and attended school in 20 states.

As he witnessed education around the country, he collected powerful experiences that still influence his conversations and his work with educators.

He spent 13 years teaching art in public K-12 schools and for 17 years spent summers leading creative adventure camps for kids of all ages. In 1991, he received the Making IT Happen Award. The program identifies and rewards educational technology

leaders around the world for their commitment and innovation.

Kevin is a technology integration specialist at an educational service center in Kansas and is serving on his local school board. He travels the country and the world sharing ideas with educators. Kevin will draw you in with his personal story, and provide cutting-edge observations about the state of education and how we can improve it. It's not all about the tech — the teachers who saved him didn't use technology, they cared.

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● ● ● GENERAL SESSION HIGHLIGHTS ●

Presiding: **Kristine Gilmore**, WASDA President, D.C. Everest Public Schools



Kristine Gilmore



Tony Evers

The **Westby Area High School Concert Band** will kick off the 94th State Education Convention with the Star-Spangled Banner and other selected pieces.

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 **Kevin Honeycutt** will inspire and inform school leaders during his energetic keynote address.

● ● ● FEATURED SESSION ●

■ Visionary Leadership

Following Kevin Honeycutt's keynote address, attendees will have an opportunity to join Kevin for an hour-long, in-depth session. Designed especially for educational leaders, Kevin will share tools and ideas for seeing the future and adapting to it in time to lead schools in positive, new directions.

Kevin Honeycutt, technology integration specialist, Educational Services and Staff Development Association of Central Kansas



NETWORKING RECEPTION

Wed., Jan. 21, 4:30-5:30 pm — Hilton Milwaukee City Center

Relax with your colleagues and enjoy beverages and snacks courtesy of Forecast5 Analytics, Network Health, and BoardDocs. All attendees and exhibitors welcome.

WEDNESDAY Break-out Sessions

● Long-Range Planning for Facilities — Case Study of Northside Elementary School in La Crosse

This case study will examine the process used from the day after a \$15.7 million dollar elementary school referendum was approved to the opening of the school – all done in one year. Learn about the process for architect selection, pre-qualifying contractors, using a design team, value engineering to meet budget, and completing the project with a tight timeline.

La Crosse School District

● Impact of Voucher/Charters on Wisconsin Public Schools

Gain an understanding of the effects, issues and concerns about school vouchers at the local and statewide levels. Information about specific local school districts as well as statewide information will be shared at this session.

Racine Unified School District

● Telepresence — An Alternative Classroom Environment Solution for Rural Schools

Low staff numbers and limited resources in rural schools have always limited class offerings. Hear how three rural school districts have teamed up to use telepresence and significantly increase class offerings and create opportunities for students and staff. Students in these districts are now graduating with more than 20 college credits and staff are collaborating in new ways.

Albany, Juda and Monticello School Districts

● Legal and Policy Considerations for Responding to Public Records Requests

Learn 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 misconduct. Questions from attendees are welcome, and time permitting, this session will briefly cover the basics of Wisconsin's records retention law.

WASB

● SAA Legislative Update

The School Administrators Alliance (SAA) is embarking on a fundamental change in its approach to advocacy. Why? Currently, education policy development is based on ideology, not evidence. Learn about SAA's rationale for change and several components of its new proactive approach to advocacy. A preview will also be given of the 2015-17 state budget session.

School Administrators Alliance

● Have You Had Your Vision Checked Lately?

Explore the ways research and analysis can shape and support a vision for student-centered technology integration. Without a strong vision that all stakeholders can relate to, successful integration becomes hindered. Presenters will use analyses to help identify the different purposes and approaches to educational technology, look at components needed for successful implementation, and view some sample models to guide your own vision.

BrightBytes

● Engaging Students with Authentic Community STEM Experiences

Learn about a variety of methods to engage students in authentic STEM

experiences by creating meaningful relationships with community partners. Hear how the Kettle Moraine School District has connected with the community through curriculum, charter schools, and a manufacturing certificate program. Get ideas on how to utilize community resources to connect students and STEM professionals in and outside of the classroom.

Kettle Moraine School District

● All Aboard! How to Get Your Board on Board

Whether it's a long-term facility master plan or modest short-term referendum, the first and most important step is to get your board pointed in the same

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. 21.

Sponsored by Nexus Solutions and Security Health Plan.

direction. Believe it or not, despite the differences that might exist on your board, a facility process can unite the group. Discover specific techniques for building unity and consensus, all while getting a facility plan drafted, approved and implemented.

CG Schmidt, Inc.

● Economics for School Board Members

Learn how economists measure three important statistics about the U.S. economy: gross domestic product, inflation and the unemployment rate.

Administrative Assistants Complimentary Registration

School district administrative assistants are invited to attend the State Education Convention with complimentary registration. Administrative assistants can attend any of the break-out sessions at Convention as well as the General Sessions and the Exhibit Hall. Eligible individuals must be designated as a district's administrative assistant in the WASB board database.

Current data on these measures will be reviewed with a focus on the Wisconsin economy. Learn about resources for teaching students about economics and personal finance. A new economics training program for school board members, offered by the non-profit group Economics Wisconsin, will be introduced.

Lakeland College

● **How to Effectively Implement a K-12 One-to-One Initiative**

Learn how to develop a one-to-one implementation plan that includes assessing need, funding, purchasing, comprehensive professional development, parent and community communication, development of policies and long-term sustainability. Learn the essential tasks to be accomplished before implementing a one-to-one initiative and how to sustain the initiative after implementation.

Edgerton School District

● **How Lockdown Failed Sandy Hook**

Days before a murderer entered Sandy Hook Elementary School, the school practiced lockdown procedures. Sandy Hook did not fail at lockdown. Lockdown failed Sandy Hook. Explore how the lockdown plan failed, the role of physical security, and how schools can learn from this tragedy.

SafePlans

● **Understanding Fund Balance Sustainability and School District Fiscal Health**

Learn about the importance of fund balance and illuminating criteria for why sustaining a strong fund balance is crucial to the fiscal health of a school district. Gain a better understanding of how the overall budget works and the general concepts of fund accounting.

Baird Public Finance

● **Why Master Planning Can Be a District's Best Friend**

Too often, school leaders jump into a single facility project without considering its potential effects on the rest of the facilities. Master planning can help school leaders be more proactive in facility planning, and help districts dealing with population growth or decreasing enrollment. Explore a master plan's critical elements, and learn how it can help a district move from reactive to proactive decision making.

Hoffman Planning, Design & Construction, Inc.

● **Mother Nature Tests VASD's Crisis Management Plan**

When the morning light revealed millions of dollars in storm damage to a local elementary school, Verona Area School District staff were in motion executing their disaster response crisis management plan. Hear how the district responded to the disaster and what they wished they had done differently.

*J.H. Findorff & Son, Inc.,
Verona Area School District*

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. 21 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.

● **Building a Mission-Driven Work Culture**

Does your school district have a mission? How do you ensure people know it and, more importantly, demonstrate it in their actions? View an interactive PowerPoint and take part in activities to better understand a process of messaging your mission so it is understood and can be actionable. Learn a four-step process to make your mission take shape and influence your work environment.

Pewaukee School District

● **Strategic Planning – Compensation and Benefits**

An effective strategic plan for employee benefits should include a variety of aspects including pay scales, reward programs, benefits

■ **2015 WASB Delegate Assembly** | Wednesday, January 21, 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. 21.

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.

New delegates are invited to a Convention/Delegate Assembly orientation meeting in Ballroom AB at 8 am on Wednesday, Jan. 21. A pre-Delegate Assembly Discussion will be held at 7 pm on Tuesday, Jan. 20 in the Crystal Ballroom at the Hilton Milwaukee City Center Hotel.

Please note: Delegates must pick up their credentials directly outside the Delegate Assembly hall during designated hours. Credentials are not included in the registration materials to ensure that each board has one vote.

packages and company perks. An innovative compensation and benefits strategy may be the competitive edge needed to tip the scales in your favor when top talent comes your way.

Associated Financial Group

● **Plan for Success: Systemic Approach to Professional Development**

Successful professional development plans require clear student targets, teacher expertise targets, and appropriation of adequate time and leadership resources. Learn the important questions to ask and a process for planning that will sharply increase the likelihood of a joyful implementation process that sustains beyond leadership's direct participation.

CESA 6

● **Job-Embedded Collaborative Leadership and Learning**

Learn how the Northern Ozaukee

School District uses distributed leadership and job-embedded professional development strategies, such as Quality Circles, to improve overall student achievement and educator effectiveness within a Professional Learning Community. This session will be hands-on with information that you will be able to utilize immediately within your own school district.

Northern Ozaukee School District

● **We Did It and You Can Too – A Successful Building Referendum**

Our panel will share the process the Prescott School District used to pass a successful 2014 building referendum for a new high school after six failed referendums. Learn about early community engagement initiatives and ongoing strategic communication that participants can use in their own districts.

Prescott School District

● **Extended Learning Time and PBIS in the High School Setting**

Hortonville High School (HHS) has implemented extended learning time for students selected by educators for extra assistance or enrichment. The staff at HHS have developed common assessments in content areas to inform instruction and select students for extended learning time. PBIS implementation has combined with extended learning time to intervene on behalf of students who need extra behavioral and academic support.

Hortonville School District

● **Community Education: The Path to Community Support and Engagement**

Learn what community education is and the many benefits it offers to school districts. Participants will be given tools to begin and/or improve programs in their districts. Catch the spirit of community education and become motivated to move forward in their districts and communities.

River Falls School District



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● **Meeting the Legal Requirements of Educating English Learners**

What are the legal requirements? How do school districts meet the legal requirements? What are the basic components of a legally sound bilingual and/or English language learners program? These questions and many others will be answered and state and federal laws will be discussed. Participants will complete a self-monitoring checklist and be provided with sample forms.

CESA 6

● **PREPaRE Your School for Crisis: With Trauma In Mind**

School safety and crisis teams must be adequately trained in types of crises, systems, procedures, and the unique mental health needs that can arise as the result of a crisis. The PREPaRE training includes two core workshops that can be conducted together or separately. They are aligned with the National Incident Management System (NIMS) and Incident Command System (ICS) and are developed by school-based national experts.

Department of Public Instruction

● **Community and Family Engagement**

Improve parent, community, and student engagement by branding your district to meet the needs of all. Hear from two superintendents on how they utilize social media to create educational communities with parents and the public that promotes student achievement and success.

ParentLink, Chippewa Falls and Fall Creek School Districts

● **ACA Compliant Employee Benefit Planning Techniques**

Flexible spending accounts (FSA), health reimbursement accounts (HRA) and health savings accounts (HSA) provide tax advantages to both employers and employees. Using these account-based plans can help put the “affordable” back in to the Affordable Care Act (ACA) if used along with medical plans. This session will provide compliance updates, as well as creative ACA compliant plan design ideas that incorporate FSA, HRA and HSAs.

Employee Benefits Corporation

● **Risk Management Plan Development**

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 area and have a chance to see what one district has done to create a full risk management plan.

Risk Management Strategies, LLC

● **Engaging the Community Around School Finance**

Learn more about the fun, interactive tool, Investing in Wisconsin Public Schools, that fosters dialogue and facilitates understanding around the complex topic of Wisconsin school finance. Investing in Wisconsin Public Schools includes large scale visual maps, key data points, and engaging discussion questions. Participants will learn how the tool can be used in their communities. (This session will not provide an actual table-top experience.)

Wisconsin Association of School Business Officials, Wisconsin School Public Relations Association

● **Funds 41 and 46: Tools to Manage Your Budget and State Equalization Aid**

School districts have options to address long-term capital projects beyond simply borrowing the money. Funds 41 and 46 each has its own set of requirements, processes and impacts on a district’s budget and state equalization aid. Learn about the important factors a district should consider when weighing its options to implement long-term capital projects.

Elmbrook School District

● **RtI? Easy as PIE!**

Prevention, Intervention, and Exploratory (PIE), is the Barneveld School District’s version of RtI time built daily into the schedule. Learn about the implementation process as well as how students are placed, when they are placed, and who teaches what.

Barneveld School District

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● **The Key Work of School Boards**

Provides clear guidance for board members looking to develop the leadership skills they need to deal with today's educational and political challenges. The framework uses a systems approach to help school boards focus on student achievement. Learn how to use this practical framework to make a difference in your district.

WASB

● **Putting Panache into Your Gifted and Talented Policy**

Adopting a no-excuses-only-solutions approach, the Baraboo School District has launched a multi-tiered, ground-breaking initiative to build teacher capacity, bolster community engagement, and increase student achievement that includes a one-of-a-kind University of Wisconsin coalition. Learn how to put panache in your gifted and talented policy!

Baraboo School District

● **Healthy Students are Better Learners**

Schools, health agencies, parents, and communities share a common goal of supporting the link between healthy eating, physical activity, and improved academic achievement of children and adolescents. Evidence shows that the health of students is linked to their academic achievement, so by working together, we can ensure that young people are healthy and ready to learn.

Department of Public Instruction

● **Taking Your Board's "Paperless Mission" to the Next Level**

Explore paperless meeting features that ordinary PDF agenda solutions cannot match. See how your board can go from good to great by implementing solutions that save money, reduce staff time and help your organization become more effective from day one.

BoardDocs

● **Fund 80 Emergency Rules**

Recent changes in state law regarding school district community

programs and services (*aka*, "Fund 80") will require school districts to review and potentially modify current practices. One significant outcome of the law changes is the requirement that the Department of Public Instruction (DPI) define "ineligible" expenditures out of Fund 80. Gain a better understanding of the DPI's proposed emergency rule, as well as an overview of community programs and services issues.

Department of Public Instruction

● **Shared Near-Site Employee Medical Clinic**

Waukesha County, the City of Waukesha and the Waukesha School District worked together over a two-year period to establish a Shared Employee Medical clinic. Hear how collaboration and partnership will enable each organization to achieve health plan savings, have an impact on employee health, and ultimately provide tax relief to citizens.

Waukesha School District

● **Everything You Wanted to Know about Construction Delivery Systems but Were Afraid to Ask**

Construction management, design build, negotiated general contracting, etc...with all the different construction delivery systems available, it is important to understand the subtle nuances between them. Learn about these different systems so deciding which one is appropriate for your next project is not so difficult.

VJS Construction Services

● **Challenging the Foundations of Appropriate Technology Use**

Presenters will challenge everything you thought you knew about technology — from social media and texting to internet access. These powerful networking tools present challenges for unfettered access, inappropriate communication, and unbridled dissemination of information.

Phillips Borowski, S.C.

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