

★ SPECIAL 2023 CONVENTION PREVIEW ★

WISCONSIN
SchoolNews

November 2022 | wasb.org

Official publication of the Wisconsin Association of School Boards, Inc.

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WISCONSIN SchoolNews

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OF THE WISCONSIN ASSOCIATION
OF SCHOOL BOARDS, INC.

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Wisconsin School Safety Tip Line Sees 15% Increase

The Wisconsin Department of Justice says its “Speak Up, Speak Out” safety reporting system saw a 15.2% increase in tips reported during the 2021-22 school year.

The program began in September 2020 and has received more than 4,000 tips since then. Over 300 Wisconsin schools received at least one tip last year.

The program encourages reporting of concerns before violence happens at school.

“SUSO has been a huge success. With funding from the legislature in the next state budget, we can ensure

that this program and our Office of School Safety will be able to continue their great work keeping kids in Wisconsin safe for the long term,” Attorney General Josh Kaul said in a press release.

Of the reports made last year, 26.4% were for bullying. Suicide threats were 6.7%, drugs were 6.5% and weapons were 5%. According to the Wisconsin DOJ, those numbers are comparable to national averages.

Every tip provided to SUSO requires school or law enforcement to complete a report describing the result of the tip. □

Eight Wisconsin Schools Named 2022 National Blue Ribbon Schools

The U.S. Department of Education honored eight Wisconsin schools as National Blue Ribbon Schools for excellent academic performance.

The recognition is based on a school’s overall academic performance or progress in closing achievement gaps.

Wisconsin’s 2022 Blue Ribbon Schools are:

- Gordon L. Willson Elementary School, Baraboo School District
- Tibbets Elementary School, Elkhorn Area School District
- Greenwood Elementary School, School District of Greenwood
- Prairie View Elementary School, School District of Holmen
- Bayside Middle School, Fox Point J2 School District
- Rib Lake Elementary School, Rib Lake School District
- Sullivan Elementary School, School District of Jefferson
- Theresa Elementary School, Lomira School District □

STAT OF THE MONTH

15.2%

Percentage increase in tips communicated to Wisconsin’s safety reporting during the 2021-22 school year. *Source: Wisconsin Department of Justice*

Kaukauna High School Teacher Wins Prize for Teaching Excellence

Dan Van Boxtel, automotive technology teacher at Kaukauna High School, was named one of 20 nationwide winners of a \$50,000 teaching prize from Harbor Freight Tools for Schools, Fox 11 reported.

The 2022 Prize for Teaching Excellence drew a record 768 applications from all 50 states. It also

includes an extensive application process and three rounds of judging.

Van Boxtel was presented the prize in a surprise ceremony with his family in attendance.

“You do what you do every day because you love to do it and you don’t expect something like this,” Van Boxtel told Fox 11.

Kaukauna High School’s skilled trades program will receive \$35,000 and Van Boxtel will get the remaining \$15,000.

“If I could bring some financial resources to the district to buy some equipment for my students in this shop, I was all for it,” said Van Boxtel. □

STOUGHTON STUDENT NEWSPAPER WINS NATIONAL AWARD

Stoughton High School’s student newspaper won a first-place award from an international high school journalism honor society, the Stoughton Courier Hub reported.

The paper, The Norse Star, is one of only 14 student newspapers to receive the honor from Quill and Scroll, an international high school journalism

honor society.

Student journalists submitted multiple issues of the monthly newspaper for the news media award, with students working collectively to fill out the application.

So far this school year, North Star staff members have received thorough feedback from Quill and Scroll to help advise the work they will do this year.

“The comments were primarily positive, and it was wonderful to know that the work the members of the Norse Star put into this publication is appreciated,” Norse Star Adviser Laura Streytle told the Stoughton Courier Hub. “The critiques were all very constructive and gave me some things to focus on as editor in chief.” □



Community. Unity. Opportunity.

What makes the State Education Convention a tradition that members return to year after year?

To my mind, it's about school leaders enjoying each other's company, teaching each other and recapturing their sense of purpose. In fewer words: camaraderie, learning and inspiration.

Like all themes, this year's iteration — “Community. Unity. Opportunity.” — is a chance to re-interpret that tradition in a way that speaks to contemporary issues.

We know school board members serve as a means to give back to their community. Many of you have seen more community involvement in the past few years. One goal of the convention is to make harnessing the energy of your community the rewarding experience that it should be.

I also see school board members, administrators and other education leaders comprising a community of your own. Coming together can be a reminder of how much you all have in common. Again and again, I hear that convention attendees learn the most from each other.

A unified school board acts as one on behalf of children. It doesn't mean we don't always agree on the “how,” but coming to the convention can refocus education leaders on their “why.”

The word “opportunity” comes from a Latin term for coming toward a harbor, referring to the winds guiding a ship home. Schools (and

their board members) are like that favorable wind, giving students and families opportunities that will help them become citizens and workers.

Each of our keynote speakers speaks to both the convention's timeless traditions and the real-life issues you face each day.

David Horsager returns to the convention as the kickoff keynote speaker — he last spoke to us in 2017 — to talk about trust. Managing trust with your communities is a central part of what you do.

The WASB Breakfast will feature Viterbo University professor Tom Thibodeau, who wowed attendees of our Summer Leadership Institute this summer. He'll talk about the power of servant leadership, which is how I know many of you see your role.

Then, during Thursday's general session, we'll hear from Sarita Maybin, an international speaker and communications expert. If unity hasn't always seemed within reach for you, the author of “Say What You Mean in a Nice Way: Working Together Better in High-Tech Times” may be able to help.

Friday's keynote, from speaker Courtney Clark, is about resilience. She is all too familiar with the need to bounce back. She beat cancer at 26 only to endure multiple brain surgeries to repair an aneurysm. She'll share the skills she's learned with you.

If our keynote sessions will make you feel, our more than 80 breakout sessions will leave you thinking for weeks and months afterward. Most of

our sessions are led by the people who know you best — school boards and staff at districts like yours.

There is something for just about everyone in your district. Please read through the breakout sessions starting on page eight and visit WASB.org/convention for the most up-to-date list.

The convention is also held concurrently with the Delegate Assembly, the annual culmination of a resolutions process that began months ago as boards drafted potential resolutions. As I write this, these resolutions are currently being reviewed by the Policy and Resolutions Committee.

Thank you to the school boards that submitted resolutions for joining in the governance of your association.

I'd also like to thank the members who joined us for Fall Regional Meetings. It was special to look into attendees' eyes and hear from hundreds of school board members around Wisconsin.

I hope that many of you will be able to attend our Fall Advocacy Workshops this month. Five workshops will be held in person on Nov. 10 and Nov. 15 while an online version is scheduled for Nov. 16

The upcoming state budget will be pivotal for your community's children, and these workshops will give you the knowledge and skills to speak for those who may not otherwise have a voice in Madison.

I'll see you in Milwaukee! ■

One goal of the convention is to make harnessing the energy of your community the rewarding experience that it should be.



KEYNOTE SPEAKER **DAVID HORSAGER**

Wednesday, Jan. 18, 2023 | General Session



David Horsager is the CEO of Trust Edge Leadership Institute

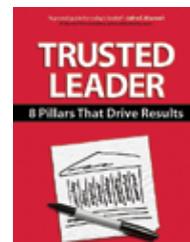
and a global authority on helping leaders and organizations become the most trusted in their industry.

Horsager is the national bestselling author of “The Trust Edge,” inventor of the Enterprise Trust Index™, director of The Trust Outlook™ and trust expert in residence at High Point University.

“A lack of trust is your biggest expense,” he says. Without trust, transactions cannot occur. Without trust,

influence is destroyed. Without trust, leaders lose their people. Trust can be either your most vulnerable weakness or your greatest asset.

David’s work has been featured in prominent publications such as Fast Company, Forbes and The Wall Street Journal. David has advised leaders and delivered life-changing presentations on six continents, with audiences ranging from FedEx, Toyota and global governments to the New York Yankees and the Department of Homeland Security.



WEDNESDAY GENERAL SESSION

10 a.m. - Noon | Wisconsin Center

The 102nd State Education Convention will open with a performance by the Vel Phillips Memorial High School Wind Ensemble of the Madison Metropolitan School District.

During the general session, administrators and educators of the year will be recognized along with the student art award winner. State Superintendent Jill Underly has been invited to address the opening general session.



PRESIDING:
Nick Ouellette WASDA president
Hudson School District

PRE-CONVENTION WORKSHOP

TUESDAY, JAN. 17 | 1:30-5PM, WISCONSIN CENTER, REGISTRATION REQUIRED

★ **Inclusive School Board Leadership**

Inclusive School Board Leadership for K-12 school board leaders explores the role of the 21st-century school board member, challenging equality and deficit-minded board leadership styles, and the negative impact each has on achievement for students from communities that have historically been marginalized. This workshop will help school board members prepare to engage key constituents from the balcony to the playing field, to ensure their commitment to inclusion is widely shared and openly communicated. Additionally, school board members will learn how to develop an inclusive vision for the board. A vision is a dream or picture of what a board wants to look like at the end of the term, individually and collectively, and identify ways to be intentional about inputting inclusion into board policy and practice.

Kinect Education Group



KEYNOTE SPEAKER **SARITA MAYBIN**

Thursday, Jan. 19, 2023 | General Session



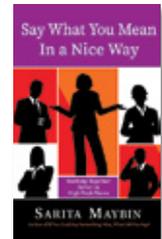
Sarita Maybin shows her audiences

how to transform uncomfortable conversations into constructive communication. With real stories, real solutions and a relatable presence, she breaks down barriers to reveal how to work together better.

Raised as a “military brat” moving from country to country, Sarita mastered making fast friends and finessing stressful situations. She quickly learned that it wasn’t just what you say, but how you say it that matters.

In her 20+ year career as a professional speaker, this former

university dean has made it her mission to motivate others to embrace positivity, even amid the challenges of our ever-changing high-tech times. She has spoken in 50 states, 10 countries and on the prestigious TEDx stage.



Plus, she literally wrote the book on how to answer the perpetually perplexing question: “If You Can’t Say Something Nice, What DO You Say?” She continues the conversation in her new book, “Say What You Mean in a Nice Way.”

THURSDAY GENERAL SESSION

3 - 5 p.m. | Wisconsin Center

The New Berlin Chamber Orchestra will kick off the second general session of the 102nd State Education Convention.

Wisconsin school board members who have served 20, 30 or 40 years will be recognized for their service.

WASB President Barb Herzog will reflect on her past year as president before handing the gavel to the 2023 president.



PRESIDING:
Barbara Herzog WASB president
Oshkosh School District

PRE-CONVENTION WORKSHOP

TUESDAY, JAN. 17 | 1:30-5PM, WISCONSIN CENTER, REGISTRATION REQUIRED

★ School Finance Puzzle

Gain a conceptual understanding of the major components of the Wisconsin school finance system using a hands-on, interactive approach. The presentation team will include members of the Wisconsin Association of School Business Officials and the School Finance Team for the Wisconsin Department of Public Instruction. Attendees will become acquainted with the basics of the budget cycle, revenue limits, equalization aid, property taxes and referendums — how these components interrelate and how they impact board decision-making. Leave the workshop with increased confidence in discussing school finance concepts and using this knowledge to help foster an environment of trust in your community for the benefit of students.

Wisconsin Association of School Business Officials

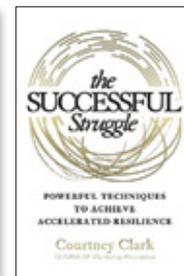
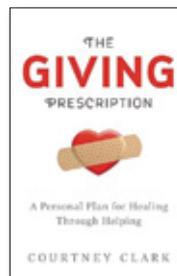


KEYNOTE SPEAKER **COURTNEY CLARK**

Friday, Jan. 20, 2023 | General Session

Five years after beating cancer at age 26, Courtney Clark underwent a routine scan of her brain. An aneurysm was about to rupture.

Clark is the luckiest unlucky person in the world. After a series of major struggles beginning in her mid-20s, she has built two successful businesses and is the author of two books. Her most recent is titled “The Successful Struggle: Powerful Techniques to Achieve Accelerated Resilience.” She works with people who want to adapt faster and achieve more, and has spoken worldwide to organizations like Procter & Gamble, Dell, S&P, Humana, Cisco and Cardinal Health.



FRIDAY GENERAL SESSION

10:30 a.m. - Noon | Wisconsin Center

The Oshkosh North High School Chorale will open the final general session of the 102nd State Education Convention.

The Wisconsin governor will be invited to address the general session.



PRESIDING:
Phil Frei WASBO president
Sun Prairie Area School District



PRE-CONVENTION WORKSHOP

TUESDAY, JAN. 17 | 1:30-5PM, WISCONSIN CENTER, REGISTRATION REQUIRED

★ **Coordinating Crisis Response in the National Incident Management System**

In planning for school emergencies, educators and their community partners (e.g., law enforcement, fire officials, local mental and public health authorities) become a small but significant part of the national planning community. As districts and schools plan for and execute response and recovery activities through their Emergency Operations Plans, they should use the concepts and principles outlined in the National Incident Management System. NIMS is the United States’ single, comprehensive system for managing domestic incidents, which enables the seamless transition and integration of additional response agencies during an incident. Representatives of the Wisconsin School Safety Coordinators Association will explain how NIMS works, including its organizational structure; how its parts work together; and the roles of command, general staff and senior officials, including elected officials.

Wisconsin School Safety Coordinators Association

W A S B B R E A K F A S T P R O G R A M



KEYNOTE SPEAKER **THOMAS THIBODEAU**

Thursday, Jan. 19, 2023 | 7 - 8:30 a.m.

Crystal Ballroom, Hilton Milwaukee City Center | Registration required, \$40

Thibodeau is a husband, father, grandfather, teacher and an active community member from Wisconsin Rapids who has done nothing but inspire students and change the world since coming to Viterbo University in 1984.

Through the years, his infectious enthusiasm, compassion and commitment to leadership and service have inspired countless colleagues and community members. He is the founder of the Master of Arts in Servant Leadership,

the first master's degree of its kind in the nation, and also a founding member of Place of Grace, a hospitality and fellowship resource in La Crosse. Thibodeau is a popular professor, talented public speaker and extremely active community member. He regularly leads The Ethical Life

seminars and also offers a Serving the Common Good seminar focused on homelessness.



★ **WASDA Luncheon**

Thursday, Jan. 19, Noon -1:15 p.m.

Registration required, \$44
Hilton Milwaukee City Center

Hosted by the Wisconsin Association of School District Administrators, featuring the 2022 Superintendent of the Year.

★ **WASBO Luncheon**

Thursday, Jan. 19, Noon -1:15 p.m.

Registration required, \$44
Hilton Milwaukee City Center

Hosted by the Wisconsin Association of School Business Officials, featuring the 2022 Wisconsin School Business Officials of the Year.

PRE-CONVENTION WORKSHOP

TUESDAY, JAN. 17 | 1:30-5PM, WISCONSIN CENTER, REGISTRATION REQUIRED

★ **A Governance Mindset: School Boards and Superintendents Working Together**

Michael Fullan and Davis Campbell describe a governance system as “the school board and superintendent working together as a cohesive, unified team with a common vision, driven by a shared moral imperative.” High-performing board trustees and superintendents understand that in order for school districts to be successful all parties need to be effective. Participants in this session will explore the following ideas related to effective governance:

- Developing one's own mindset in relations to others
 - Communicating effectively and frequently
- Deep learning as it relates to preparation and action
- Performing at high levels while pursuing the moral imperative
 - Understanding roles in a trust-based culture and their impact on student achievement
 - Aligning actions

Wisconsin Association of School Boards



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2023 State Education Convention

BREAKOUT SESSIONS

Visit the convention website at [WASB.org/convention](https://wasb.org/convention) for the complete schedule of breakout sessions.

LEADERSHIP | **STUDENT ACHIEVEMENT** | **COMMUNITY ENGAGEMENT**
HUMAN RESOURCES | **SCHOOL FINANCE** | **SCHOOL LAW** | **FACILITIES**

STUDENT ACHIEVEMENT

● **Active Learning Spaces and Intentional Design: Engaging Today's Student and Adult Learners**

Engaging students in learning is more important than ever. Redesigning learning spaces and designing lessons to engage learners is a step in the right direction. Session attendees can see Pulaski Community School District's redesigned classrooms, libraries, board room/adult learner training center, seating, workspaces and technology. Hear about the professional development needed to support teachers with learner-centered pedagogy for these learning spaces and technology that lead to an active learning ecosystem.

Pulaski Community School District

● **Bring Business and Entrepreneurship to Your School**

Have you been searching for new and innovative ways to bring business and entrepreneurial concepts into your district's curriculum? This fun, interactive workshop will allow attendees to collaborate with other leaders to get a taste of the Wisconsin Business World programming. Presenters will also discuss creative ways to bring industry into your classroom curriculum and strategies to partner with educational and community organizations to enhance your career technical education initiatives.

Wisconsin Manufacturers & Commerce

Rice Lake School District

● **Communities of Care Through Trauma, Illness and Grief**

In the 2019-20 school year, five dis-

tricts from the CESA 1 region began a pilot cohort of the core curriculum to evaluate the potential value of the Consortium on Trauma, Illness and Grief in Schools to their ongoing work in meeting the holistic needs of students. Session attendees will experience activities that are a part of the larger TIG training, hear application of the work in those districts and see the positive impact this initiative has had on school communities.

Whitnall School District, CESA 1 Consortium on Trauma, Illness, and Grief in Schools

● **How Hardwired Improvement Practices Increased Student Performance Post-COVID**

Attendees will learn about the story of Riverside Elementary School in the School District of Menomonee Falls. Bucking state and national trends, this third- through fifth-grade school saw



improved Forward Exam results in English Language Arts during the 2020-2021 school year. Hear how this school's commitment to aligned goals, aligned behaviors and aligned processes led to improved outcomes for students.

*Menomonee Falls School District
Studer Education*

● **How Historical Racial Trauma Affects Kids in School**

This is an introductory intermediate-level workshop intended for anyone interested in learning more about the value of historical racial trauma-informed classrooms. By embracing these principles, participants can better contribute to the positive transformation of marginalized groups and their relationships affected by trauma. Becoming racially trauma-informed creates a sustainable foundation in any setting to promote strength, engagement and healing.

Wauwatosa School District

● **Implementation of Multi-Tiered Systems of Support in a Rural Middle School**

This session will highlight successes and challenges associated with implementation of multi-tiered systems of support, visible learning and teacher clarity work in a rural middle school. Attendees will discuss Freedom School District's plan, timeline and implementation plan while hearing testimonials from teachers and support staff. Attendees will also have an opportunity to share their school's journey and network with other school leaders.

Freedom School District

● **Leadership for the Science of Reading: Similar Themes From Two Different Districts**

This session will highlight leadership and implementation of reading research in urban Cudahy and rural Neillsville. The science of reading is a

body of research in literacy instruction that has educators aligning reading instruction. While these two districts represent urban and rural settings, they have found consistent themes in the implementation of evidence-based reading systems. District and building-level leaders will share what is working, what are the challenges and how school leaders can raise reading achievement in their own districts.

*Cudahy School District
Neillsville School District*

● **Life Readiness: From Vision to Data Driven Change**

Districts around the state see the value of Redefining Ready!, which defines successful graduates as "more than a score." The School District of Beloit Turner identified a way to use a quantitative measure to guide growth for individuals and measure success at building and district levels within the "life ready" domain. This presentation

Pre-Delegate Assembly DISCUSSION

Tuesday, Jan. 17 | 7-8 p.m. Hilton Milwaukee City Center

This discussion session gives delegates an opportunity to seek any needed clarifications of the resolutions forwarded to the Delegate Assembly by the WASB Policy and Resolutions Committee. This will be an informational session only. Members are encouraged to ask questions, but no action will be taken and no debate will be allowed. This session also serves as the opportunity for delegates to propose emergency resolutions to the Policy and Resolutions Committee and will include a review of parliamentary procedure for delegate assemblies.



will share the district's data collection process efforts to quantify observable outcomes in student readiness and evidence of systemic school improvement initiatives.

School District of Beloit Turner

● **Measuring Your Graduate Profile**

Many districts have recently developed a graduate profile to define the skills and competencies students should possess to be successful. Taking a step beyond creating profiles, the Pewaukee School District has identified school-level measurements for each of its graduate profile competencies. Learn how to develop a graduate profile and how to measure growth and success.

Pewaukee School District

● **Physical Education Plus Healthy Eating Equals Academic Success**

Wisconsin health and physical education presenters will share research regarding how physical education and nutrition connect with academic success. In collaboration with their community partners from Nourish, the presenters will engage the audience into mini-PreK-12 lesson activities involving physical education with a nutrition theme.

Erin Schools

Platteville Schools

Sheboygan Early Learning Center

Wisconsin Health and Physical Education, Inc.

● **Renewing Our Schools: Engaging Students in Energy Conservation**

Attendees will hear from students, district facilities staff and community partners about the success Oconomowoc High School achieved in Renew Our Schools, an energy conservation competition. Students will

join the session to share what energy-related activities and lessons they initiated or participated in to win the top prize. They will share the positive environmental and economic impacts, the value of place-based learning, and how the competition offers students community-centered career exploration.

Focus on Energy

Oconomowoc Area School District

UW-Stevens Point

● **Starting Post-Secondary Success While in High School**

The goal to have every student graduate high school with postsecondary credits or an industry certification means there must be multiple pathways for success. Pewaukee High School has developed unique programs, partnerships and pathways for every child to leave high school with credentials for future success. Learn how college partnerships have shifted courses away from Advanced Placement without compromising rigor and student admissions into universities.

Pewaukee School District

● **Steps to Empower Educators with Career Readiness Data**

This presentation will cover information from the School Report Card-Postsecondary Preparation and Perkins V Performance Indicators. These data points help educators and school boards review opportunities within the school district to build connections to career readiness. Understanding advanced courses, dual enrollment, industry-recognized credentials, work-based learning and post-program placement will help districts and communities work together to build quality opportunities for students.

Department of Public Instruction

● **Systems, Structures and the Science of Reading: Leadership Is the Key**

Post-pandemic leaders need to focus on literacy and how to leverage federal resources to get better outcomes that mitigate learning loss. This interactive presentation will share the stories of school districts that made progress in closing gaps and accelerating learning using the science of reading to leverage growth, improvement and achieve high outcomes. School leaders can have the highest impact on students' outcomes.

St. Francis School District

Literacy Task Force of Northern Wisconsin

● **The 90% Reading Goal**

Meet the team from the Hayward Community School District as they reveal their three-year journey to get 90% of their students reading at or above grade level. Hayward developed a Literacy Action Plan to create adult accountabilities, systems accountabilities and results. Presenters will share their story as well as resources to make The 90% Goal attainable in every Wisconsin school district.

Hayward Community School District

● **Thinking Outside of the Box With Graduation Options**

This session will cover multiple graduation options and pathways for students. The presenters will focus on a process of identifying student needs and interests early, gaining an understanding of how to structure and position graduation options to support those needs and interests, and developing effective career pathways to align to students' needs and interests. Challenge your thinking on how

COMPLIMENTARY REGISTRATION for administrative assistants

School district administrative assistants are invited to attend the State Education Convention with complimentary registration.

Eligible individuals must be designated as administrative assistants in the WASB database.

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. 18 at 8 a.m. in Ballroom AB to learn everything you need to get the most out of your convention experience.

Wisconsin Association of School Boards

to expand these options to meet student needs and allow them to take advantage of being career ready.

CESA 7

● **Wisconsin Superintendents' Considerations of High School Start Times**

Despite research suggesting that early start times may not be the best practice, school start times have remained relatively constant. The primary research question used in the Wausau School District's study was: What do Wisconsin superintendents report when considering high school start times?

Wausau School District

COMMUNITY ENGAGEMENT

● **Mending the Community Fabric: Weaving Diverse Perspectives Into Effective Engagement**

Hear from three successful superintendents about how they bring communities together to support schools in divided times. Through effective listening, outreach and communication, these superintendents have sustained their communities through challenging conflicts and diverse opinions. Take away a tactic or two that you could apply around the pressing issues of your community.

Pewaukee School District

Studer Education

Waterford UHS

● **Naming Rights Sponsorships: Tools and Tips to Help Your District Garner Revenue**

The School District of New Berlin signed four naming rights deals during the 2021-22 school year. Learn how the district identifies potential partners, cultivates relationships, secures naming rights deals and celebrates the agreements in publications, on the web and in the community. See what tools it takes to help move the naming rights process forward in a way that's easy and user-friendly for districts and their partners. Attendees will also learn how to make the deals mutually beneficial by tapping into their district's most valuable resources — students and staff.

New Berlin School District

● **Social Media as a Storytelling Tool – What Works in 2023**

Love it or hate it, social media is a powerful tool to tell your district's

story. But finding the time and the content for social media is a struggle for most school districts. Learn how the Ladysmith School District uses a system that can be implemented in any district, whether or not you hire a company to help do it for you. This presentation will break down how to build a system, train staff and see the results social media can have.

Ladysmith School District

#SocialSchool4EDU

● **Voter Satisfaction & Referendum Outcomes: A Tight Relationship**

Voters are more likely to support a district's referendum when they are satisfied. Conversely, if they have areas of concern with components of their local schools, it might be an uphill battle. This begs two questions: What does being "satisfied" mean? And how do you improve whatever that is? School Perceptions will share tangible strategies about communicating school performance and improving community satisfaction. The School District of Oakfield will tell its story about how high satisfaction levels were related to voter approval of a referendum.

Oakfield School District

School Perceptions

● **Who You Gonna Call: Knowing Your Role in a Crisis**

Join a team of school communication experts from across the state to learn about your role and how to support



your school team during a crisis. Whether you're a school board member, superintendent or other staff member, this session will help you understand the roles of a team before, during and after a crisis. Those roles can vary based on the size of a district, so presenters from districts large and small will ensure the message is relevant to any attendee.

*Mineral Point Unified School District
Racine Unified School District
Sauk Prairie School District
Stevens Point Area School District*

FACILITIES

● **A Beginner's Guide to Facilities Planning**

Often, the first step in kicking off a long-range facilities planning process is a facility assessment. Not sure where to start? You're not alone! During this engaging session, one district will share their experience with facilities planning and assessments, provide attendees with practical tools and tips to guide them through the process, and share lessons learned along the way.

*Jefferson School District
J.H. Findorff & Son Inc.*

● **Building Community Support to Create Future-Ready Schools**

Participants will learn how the Oshkosh Area School District culti-

vated a positive relationship with the community to address longstanding barriers to creating a future-ready school system. Specific focus will be given to the aging facilities and what district officials learned as they gathered support for the largest referendum in district history. Learn how a community-developed strategic plan guided the board as it created a committee to provide specific options resulting in a four-phased consolidation plan.

*Oshkosh Schools
Bray Architects*

● **Capital Maintenance Planning: Communicate and Balance Expectations**

Many districts have either recently sought a facilities improvement referendum or are actively considering one. A facility plan must support a district's curriculum, drive student and community engagement and meet evolving capacity demands. This could call for updated mechanicals, remodeling, expansion or consolidation. Learn about the complete capital maintenance planning process from inception through assessment, including approaches to managing internal and external stakeholder expectations.

CG Schmidt

● **Facility Planning for New District Administrators**

New district administrators experience many challenges, including

deferred maintenance and educational upgrades needed within facilities. How can a new district administrator make sure they can effectively work with the school board and staff to prioritize and fund the correct projects within a long-term facility plan? Presenters will provide a real-world framework for facility planning that led to the successful creation of a long-term facility plan and a \$24 million referendum for the Bangor School District.

*Bangor School District
Nexus Solutions*

● **Focus Your Facilities Funds**

Does your district ensure that capital projects are approved only after they are prioritized as the top priority based on the needs of the district? The Greendale School District engaged a citizen team to create a rubric that considers the health and well-being, infrastructure and mission alignment of each project to calculate a priority score. Participants will receive templates of tools they can use to engage in the same process.

*Greendale School District
Cadence Consulting*

● **How Facilities Design can Bring Students Back to the Trades**

The career and technical education spaces within school facilities are an important component of setting up

2023 WASB Delegate Assembly | Wednesday, Jan. 18, 1:30 p.m. — Ballroom AB, Wisconsin Center

Vote on the policies that will guide the association's legislative agenda.

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 education agenda.

A pre-Delegate Assembly Discussion will be held at 7 p.m. on Tuesday, Jan. 17, in the Crystal Ballroom at the Hilton Milwaukee City Center Hotel. New delegates are invited to a Convention/Delegate Assembly orientation meeting in the Wisconsin Center Ballroom AB at 8 a.m. on Wednesday, Jan. 18.



students for success. Learn how Wisconsin school districts have recently been supporting their students with new and redesigned career and technical education facilities. What do you need to know to make facility decisions for today's students and future students? How are districts prioritizing specific trades and industries? Why are some districts choosing new construction and others choosing renovations?

Eppstein Uhen Architects

● **Leading and Designing for Healthy Air Quality**

How important is air quality in school environments? How do districts measure, regulate and improve the air safety and quality that are needed to improve their building's learning and working environment? The session presenters will challenge school leaders to understand the impact of air quality on faculty and students. COVID-19 has taught schools the importance of air quality. However, the benefits go well beyond the pandemic. This session will relay how a Richmond School District prioritized indoor air quality components on its master plan through a program that monitored air quality data.

*Richmond School District
Johnson Controls*

● **Utility Bill Strategies to Reduce District Costs**

School districts constantly strive to eliminate unnecessary expenses, and energy is one of the few costs that can decrease without harming education. Join Focus on Energy, Wisconsin's statewide energy efficiency and renewable resources program, to learn how analyzing your utility bill can help identify energy-saving operational changes. Discover energy efficiency strategies other districts are implementing to reduce costs in their facilities.

Focus on Energy

ONSITE REGISTRATION

When arriving at the Wisconsin Center, proceed to the third floor for convention registration. Registration will be open on Tuesday, Jan. 17, 11 a.m.–6 p.m. and re-opens on Wednesday at 7 a.m. To save time, one person may pick up all of the badges for your district or organization.

● **What's Coming Down the Pipe in Testing School Water for Lead**

A significant hurdle in testing school drinking water for lead is a lack of requirements and funding, though several agencies are trying to change that. Schools need to be prepared for what's coming down the pipe in response to this ongoing health issue. Since CESA 10 began testing water for lead, more than 75% of the schools tested had concentrations above EPA action levels. In this presentation, attendees will learn how to test water for lead, deal with elevated results, implement remediation efforts and evaluate their efficacy.

CESA 10

HUMAN RESOURCES

● **A Framework for Preventing and Responding to Bullying**

The Wisconsin Department of Public Instruction has partnered with the University of Missouri to create a comprehensive toolkit for bullying prevention and intervention. Learn about the toolkit to be launched in the fall of 2023 and the process for scaling its use through the support of the statewide CESA network. This introduction will include evidence-based practices for your system, reporting, investigation, family resources and supports for implementation.

*Department of Public Instruction
CESA 4/Wisconsin Safe and Healthy Schools Center*

● **Attract and Retain Employees With Financial Wellness**

A financially secure employee is less stressed and more productive than

their financially insecure colleagues. Financial education can enhance the lives of your staff, fostering a more secure workforce and benefiting your district's bottom line. Join us and learn how to empower your employees with financial knowledge and security. Our panel of experts will discuss the best ways to engage your employees and help them attain financial success. You will also learn how to use your financial wellness program to attract and retain talented employees.

WEA Member Benefits

● **Confidentiality and Privacy in the Business Office**

School business office personnel create, work with, distribute and store information about individuals in the process of completing many duties on a daily basis. Using some real-life situations, this workshop looks at these functions and discusses the responsibilities and practical sense of maintaining confidentiality and privacy of individual information. The workshop touches on HIPAA, FERPA, McKinney-Vento Act, best practices and policies for other data.

Key Benefit Concepts

● **Develop a Wellness Strategy That Works**

Sun Prairie Area School District is one of only nine organizations in the United States to achieve platinum wellness status. Hear the story of how developing a wellness strategy that built engagement with staff and providers improved Sun Prairie Area School District's population health.

USI Insurance

● **Grow Your Own Teachers by Inspiring Your Students**

This session will provide available

IMPORTANT REMINDER

The state's Open Meetings Law and Code of Ethics apply to school board member and administrator attendance at the State Education Convention.

A Legal Comment with details is linked on the convention website (under "Home" on the navigation bar).

resources and insight on how to implement a "Grow Your Own" model in your community. With 51% of Educators Rising members being students of color and 400% more likely to stay with their educational aspirations, shouldn't your community have an Educators Rising Program to ensure that you can grow your own teachers?

Educators Rising

● **Implementing Compensation Systems That Are Focused, Equitable, Flexible and Legally Compliant**

Now, more than ever, school districts are tasked with finding ways to "do more with less," an impossible ask. Changing the way you think about compensation for your staff can be beneficial and fair for employees, as well as a means for ensuring an equitable, budget-workable solution for employers. In this session, the presenters will discuss how to restructure and realign compensation systems to be legally compliant and beneficial for every stakeholder in the district.

Attolles Law, s.c.

● **Pay Your Staff, not Your Insurance Company**

Learn how several smaller districts have controlled and reduced their healthcare spending. Look forward to reinvesting those dollars directly toward compensation and additional staff benefits.

USI Insurance

● **The Power of New Teacher Mentors**

A highly trained mentor can make a critical difference for new teachers, but not every mentor training program is effective. Leaders, mentors and mentees involved with the New Teacher Center mentor program will share how it has impacted educator retention, teacher efficacy, student achievement and instructional practice. Attendees will leave knowing how to get started in their district.

School District of Belleville

Whitefish Bay School District

Janesville School District

Berlin Area School District

CESA 2

LEADERSHIP

● **A District's Journey to Instructional Coherence**

The Sun Prairie Area School District has undergone significant transition over the past decade, with rapid growth in the student population and



increased diversification with respect to race and socioeconomic status. Session participants will learn about Sun Prairie's systematic approach to continuous improvement for teaching and learning through the development of an instructional framework and adult practice profiles. Attendees will learn about the challenges and benefits that have arisen throughout the journey.

Sun Prairie Area School District

● **All Hands on Deck: Winning Operational Referendums**

How a district communicates before, during and after an operating referendum is critical to a successful outcome. The session will discuss key takeaways that helped the Trevor-Wilmot Consolidated School District win its operational referendum on the second try and examine what changed between the first and second attempt. See how everyone — business managers, board members, superintendents and other leaders — is part of the solution.

Trevor-Wilmot Consolidated Grade School District

DD Communication Services, LLC

● **Better Norms for Better Boards**

Board norms are team agreements on how to operate, make decisions and work together. In this presentation, two questions about team norms will be addressed: “How do we move ourselves beyond team-work-as-usual to create extraordinary results?” and “What commitments will we make to each other to create a breakthrough in our relationships and our results?” Participants will get hands-on experience in how to develop team norms so they can use this process when working with their own boards and monitoring leadership performance in their districts.

Wisconsin Association of School Boards

● **Creating a World-Class Collaborative System in a Rural Setting**

The school districts of Arcadia, Blair-



Taylor, Independence and Whitehall created a four-school district cooperative to enhance educational opportunities, improve financial stability and serve the region's overall employment need. Session attendees will learn about creating the mission, vision and core values; creating a joint powers agreement; growing business partnerships; developing youth apprenticeship opportunities; developing career pathways and dual credit classes; developing a career-tech educational center; and more.

Arcadia, Blair-Taylor, Independence, and Whitehall School Districts

● **Developing an Outward Mindset**

This workshop will introduce the Arbinger Institute's work, which reveals two distinct mindsets from which people and organizations operate — a self-focused inward mindset and an others-inclusive outward mindset. The way an individual sees and regards people determines their impact and influence. Participants will learn how to turn their mindsets outward.

CESA 8

● **Elevating Achievement for All Through a Focus on Excellence and Equity**

School districts face mounting resistance to equitable delivery of programs and services as well as other opportunities for student growth. This workshop will share how to frame work with a simultaneous, dual focus on excellence and equity for all children. Specific ideas for this focus will be shared. The WASB's longstanding commitment to ensuring success for all children remains true today. Finally, the presenters will discuss the role of the school board and superintendent in carrying out this critically important work.

Wisconsin Association of School Boards

● **Growing a School-Based Mental Health Framework**

Like many districts across the nation, the School District of La Crosse is experiencing the long-lasting impact of COVID on student mental health. This workshop showcases how the district took new and existing supports and programs and grew them into a Whole Child Framework to address the broad



range of mental health needs experienced by students and families.

La Crosse Area School District

● **Higher Performance Leadership: Become. Build. Lead.**

Are you a Pioneer, a Connector, a Guardian, a Creative or a Nurturer? The 5 Voices is designed to help every individual discover their leadership voice and be empowered to use it effectively. Join this session to learn how your team and organization can be transformed when everyone operates securely in their own voice and learns to value the voices of others.

CESA 7

School District of Hilbert

● **Lead for Change by Engaging in Legislative Advocacy**

In 2020, the Franklin Board of Education set of a goal of becoming more involved in legislative advocacy. Since then, it formulated a plan to do just that, starting with working with local lawmakers to enact 2021 Wisconsin Act 212, which changed how a school district's improvement is measured for

the school and school district accountability report. During the journey toward Act 212, they found that legislative advocacy was rewarding and have found different ways to interact with both local and state officeholders.

Franklin School District

● **Leading Through Community Conflict With Shared Vision**

Has your community struggled with conflict due to COVID or political issues? Learn how the School District of Lodi worked through the pandemic and other controversial issues by engaging the community in a strategic planning process. The district moved forward by focusing on the community's priorities, not just the loudest voices. Session attendees will leave with a better understanding of how to move past the rhetoric and focus on the community's true educational priorities.

Lodi School District

● **Let Go to Reach Your Potential**

Leaders work hard to develop high-functioning and efficient depart-

ments. What too often happens is the leader places the load squarely on their shoulders only to burn out and miss the potential of their staff. Session attendees will hear one leader's journey toward excellence, and how letting go actually helped them reach higher expectations while reducing stress and burnout.

New Berlin School District

● **Next Level Strategic Planning: The Power of the 100-Day Plan**

A district's mission is its promise to students, and 100-day planning can help districts put truth to the pledge that "all means all." Take your strategic planning to the next level by identifying key value drivers and creating a roadmap to make improvements in those areas. The commitment to the work in 100-day increments will outline the specific steps schools can take to achieve desired outcomes, ensure fidelity to continuous improvement principles and lead to measurable gains in achievement for all students.

CESA 7

● Onboarding New School Board Members

New board members may bring a wealth of experiences, ideas and passion to the leadership team. But misconceptions may abound regarding how a school board functions. A well-defined onboarding plan will provide new members with the knowledge, training and support they need to be successful members of the leadership team. Participants will understand how a comprehensive onboarding process differs from an orientation, learn about team-building strategies, and determine best practices to improve their current process for welcoming and integrating new members to their leadership team.

Wisconsin Association of School Boards

● Promoting Authentic Collaboration Among Teachers

Hartford Area School District has used the Department of Public Instruction's Peer Review and Mentoring Grant to provide a program that has developed a strong collaborative foundation to grow teacher leadership capacity. Hear an overview of the variety of professional learning experiences created for our teams of educators and join us for a deep dive as we discuss our Peer Visit Teams, virtual seminars and book studies. Learn how they created opportunities for our teachers to work together through a process that includes classroom observations, and interactions with meaningful dialogue and opportunities to share and celebrate resources.

Hartford Area School District

● Putting Reading Research Into Practice

The School District of New Berlin teaching and learning directors and instructional coaches will outline how they lead multiple teams in the same direction: better practices in reading founded on research while conducting a deep data dive and

focus groups to inform district leadership of the current reality. This session will detail the district's journey, share change management strategies, provide evidence, outline what data has been used and review what will be used to measure success.

New Berlin School District

● Restorative Practices: The Key Actions of School Leaders for Effective Implementation

This presentation is intended to provide school district leaders with detailed information regarding the rationale for why change from traditional punitive discipline is needed; the definition of restorative practices; how restorative practices connect to district equity work; how restorative practices can be an alternative to exclusionary discipline; and a summary of findings from a systematic research review that outlines key actions of school principals to ensure effective implementation of restorative practices.

School District of Superior

● Strategic Planning Demystified

Why are board members or superintendents often apprehensive about starting a strategic planning process? Strategic planning is just another name for bringing people together to examine the district's data and make a plan to get where the group believes the district should be. This workshop will help participants know how to start this process and provide information about the key steps needed to be successful with this critically important planning work.

Wisconsin Association of School Boards

● Successfully Navigate Book Challenges Using Policy and Procedure

The number of attempted bans of school library books continues to rise at unprecedented levels using tactics not seen before. This session explores what administrators and board members need to know about school library policies and procedures, the importance of following them and how indiscriminately eliminating materials is harmful. Administrators who have experienced challenges will give attendees proactive strategies for navigating challenges aimed at school library materials.

Department of Public Instruction

West De Pere School District

Little Chute School District

● The Importance of Intercultural Competence

When it comes to building intercultural competence in educational systems, it is important to meet each individual where they are and personalize a plan for growth. Learn how districts can use the Intercultural Development Inventory to gain an accurate and realistic picture of their worldview on a continuum of development.

CESA 6

● The Superintendent Search Process: New Considerations When Hiring a Superintendent

The most important decision a school board can make is hiring their next superintendent. Mistakes made by hiring the wrong person can cost a school district thousands of dollars and months of precious

MOBILITY SOLUTIONS

Electric scooters are available for rental from On the Go Mobility.

Contact them at 414-228-7100 or mail@onthegomobility.com before you arrive in Milwaukee to make arrangements. On the Go Mobility will bring a scooter to most hotels or the convention center for you.

IMPORTANT: The convention center does not have scooters available on site. You must call ahead before Jan. 1.

**VISIT THE
2023 CONVENTION WEBSITE**

The convention preview information published in this special issue of the Wisconsin School News is subject to change.

Visit [WASB.org/convention](https://www.wasb.org/convention) for the detailed convention schedule and the latest updates and announcements. A complete printed convention guide will be provided at registration in Milwaukee.

leadership time. This session will walk board members through the search process, including deciding whether hiring a search consultant is best for the district, the multiple decisions the board will make while ensuring the best possible selection, and considerations from a candidate's perspective that boards face when hiring the new superintendent.
Wisconsin Association of School Boards

● The Value and Impact of Character Education in Schools

Studies show a school climate focused on character development and social and emotional skills produces positive results in student behavior, academic performance and attendance. Moreover, preparing students for the future means more than academic success. Emphasis is moving toward skills like perseverance, grit, empathy, service to others, conflict resolution, critical thinking, problem solving, and a strong work ethic. In this session, participants will learn the fundamental keys of effective character education and the positive impact character education is having on the culture and climate in our school districts.

Pewaukee School District

● The WASB Superintendent Evaluation Framework: A Unique Process for Continuous Improvement

Just as there exists an expectation that your staff will continue to grow in their roles in service of children, the WASB Superintendent Evalua-

tion Framework recognizes the need for continuous growth of the superintendent. The framework is unique in that it has a separate process for evaluation of first-year superintendents, whose main focus is a successful transition in their first year. For superintendents beyond the first year or transitioning from another district, the framework utilizes a more standards-based process. Participants will receive an overview of the process and hear from practitioners in the field about how the framework has been implemented in their district.

Wisconsin Association of School Boards

● Understanding the Board Role in Charter School Authorization

Each school board in the state of Wisconsin can authorize a charter school under state law. But what does that entail for districts that choose to embark upon this journey? Attendees will learn about the various processes and procedures being put into place in the Howard-Suamico School District to evaluate applications, oversee school performance and, ultimately, make decisions regarding the renewal or revocation of the contract.

Howard-Suamico School District

● What's in a Name? Selecting a New School Name with Civility, Governance and Representation

School names represent an opportunity to share history and express values in ways that impact genera-

tions of students. The Oshkosh Area School District School Board and superintendent relied on the Oshkosh Civility Project, governance protocols and a guiding principle of "Students First" to navigate through the naming of their new school, Vel Phillips Middle School.

Oshkosh School District

● When a Thing Happens: Leading for Equity in Complex Systems

Presenters will describe the journey one district administrator took in leading efforts in one school district around diversity, equity and inclusion, using the "See, Engage, Act" framework. They will share the coaching, systems and structures used to create a space in which different discussions can occur.

Stoughton School District

CenterForward LLC

● Who Is Responsible for Ensuring Leadership Development and Sustainability?

School leaders are reporting that their district does not have effective strategies for retaining and supporting them. Who is responsible for ensuring leadership support is in place? This session is designed to discuss the importance of having systems in place to support educational leaders by celebrating successes, addressing challenges and promoting new ways of thinking.

WI Resource Center for Charter Schools/CESA 9

SPECIAL SCHOOL FINANCE SESSION

● Referendum Workshop: Unlocking Secrets to Success

This interactive workshop will provide school districts an opportunity to review referendum basics and hear about unique challenges that other districts have faced during the referendum process. The objective is to help attendees identify district-specific challenges and collabo-

rate with others to develop solid referendum strategies well before election day.

Baird Public Finance

Wrightstown, Wisconsin Heights and Grantsburg school districts

Quarles & Brady, LLC

School Perceptions

Eppstein Uhen Architects

SCHOOL FINANCE

● Budgeting Without Borrowing: Strategic, Sustainable Planning

Ten years ago, the School District of Elmbrook extended the annual budget process to include a 10-year planning horizon that would reflect major capital expenditures such as HVAC, roofing, hardscape and athletic facilities. Presenters will describe an annual restructuring/reallocation process, as well as a formula that constrains salary and benefit increases to revenue increases.

School District of Elmbrook

● New Studies Show How School Funding Impacts Students and Districts

Two new studies examined the impact of funding variations in districts across the state. The Wisconsin Association for Equity in Funding examined how funding levels impact achievement, graduation rates, open enrollment, referendum passage and more. This presentation will be eye-opening for district leaders from across the state, who can learn more about funding disparities and their impact on critical student and district outcomes.

Neillsville School District

Wisconsin Association for Equity in Funding

● Preparing for Operational (Revenue Limit) Referendums

Operational referendums have become a critical part of many school districts' budget planning process. This session will focus on

how districts can determine future operation funding needs, understand the types of referendum questions and take steps to prepare for an operational referendum.

Baird Public Finance

● School Capital Funding Considerations in a Changing Financial Market

In the past 10 years, Wisconsin voters have approved 48 capital funding questions at referendum, totaling over \$11 billion. This capital funding need coincided with unprecedented volatility in interest rates. As a result, school leaders are faced with historically unique challenges as they enter the municipal bond market to fund these new projects. This session will discuss the impact of federal policy intervention on interest rates, and strategies that can position school districts to reduce financing costs.

Baird Public Finance

● The School Business Office: Simple Stories About Complex Topics

The mill rate is going up, but my tax bill went down? Health insurance rates changed, but our employees

didn't know. This session will focus on the complex topics that school business offices handle, and how to communicate them in a simple way. The presenters will share some of their favorite stories about school finance topics that will help attendees more easily understand how the business office works.

CESA 5

● The School District Budget Cycle

The school district budget translates the district's strategic initiatives into programs and services that support student learning. Referencing the WASB/WASBO Budget Cycle Handbook (available in the convention bookstore), this presentation will discuss revenue sources and limits, budget plans and development, reconciliation and approval, budget management and reporting. Board members in attendance will have an opportunity to share their best practices.

Wisconsin Association of School Boards

Wisconsin Association of School Business Officials



● **Access to Public Records & Personnel Files**

This session will cover 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 employee misconduct. Questions from attendees are welcome. Time permitting, this session will briefly cover the basics of Wisconsin’s records retention law.

Wisconsin Association of School Boards

● **Board Members’ Roles and Duties in Expulsion Proceedings**

Schools across Wisconsin have seen a significant increase in the number of expulsions over the past two years and the issues giving rise to expulsions have become increasingly complex and varied. Board members, and especially newer board members, often struggle with their somewhat conflicting roles

of trying to make sure every individual student gets an education, with their duty to make sure there is a safe school environment for all students. By gaining a better understanding of the law and procedures governing expulsions, board members will be better equipped to handle these issues.

Boardman & Clark

● **Developing a Local Curriculum in the Current Cultural Climate**

While the Department of Public Instruction sets standards, the local school board ultimately determines the course of study best suited for that local community. At the same time, cultural debates such as equity, inclusion and gender identity impact those local decisions. This program will discuss the current status of law so as to assist school boards in making legal decisions best suited for that local community.

New London School District

Greenfield School District

von Briesen & Roper, s.c.

● **New Developments in School Law**

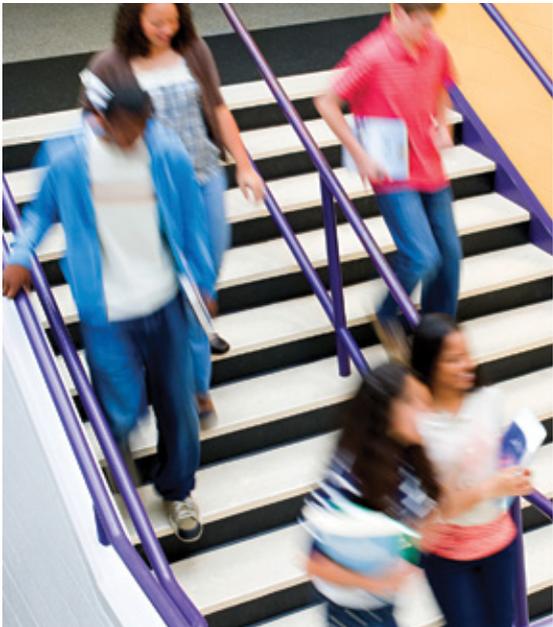
WASB staff counsel will review significant developments in school law over the last year — covering new laws, administrative rules and important court decisions. They will cover matters related to the pandemic, civil rights, constitutional law and more.

Wisconsin Association of School Boards

● **Public Participation and School Board Meetings**

Effectively managing public comment time during school board meetings can present a difficult balancing act for school boards. While providing regular opportunities for community members to offer input is important, school boards also need to carefully manage meeting time, encourage constructive discourse and maintain control if speakers become aggressive. This session will identify the relevant legal and policy considerations school boards can use

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- ▶ **December 2022:** Special partnerships between districts and their business partners
- ▶ **January 2023:** Wisconsin’s Teachers of the Year; how to be an effective advocate



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to guide decisions during meetings or refine their current approach to public participation.

Wisconsin Association of School Boards

● **Respecting the Chain of Command and Developing Effective Boardmanship**

When lines of authority are blurred in school districts, administrators and board members can find themselves in difficult positions. This panel discussion will cover the various roles of the school board, the superintendent and other employees including best practices for respecting the chain of command while addressing concerns of all.

*Waupaca School District
Omro School District
von Briesen & Roper, s.c.*

● **School Board Responsibilities for Career Readiness**

In this session, participants will learn exactly what school boards and districts are legally responsible for through the Education for Employment legislation, which includes a mandate for academic and career planning. In addition, participants will learn about funding, resources, strategies and tools available to help districts make sure students are graduating ready for their future.

Wisconsin Department of Public Instruction

● **Staff-Student Boundaries: A Collective Commitment to Enhancing a Culture of Safety**

All school districts have a tremendous interest in ensuring that employees maintain appropriate professional boundaries when they communicate and otherwise interact with students. In this session, presenters will discuss key considerations related to policy work in this area. In addition, leadership representatives from the Whitefish Bay School District will share their district's proactive approach to policy development and their ongoing efforts

to ensure that employees' interactions with students are safe, appropriate and grounded in the staff member's district-authorized role.

Wisconsin Association of School Boards

Whitefish Bay School District

● **Time to Take Compliance off the Back Burner**

Many groups were forced to shift their focus to new challenges during the pandemic. During that time, new compliance considerations arose, but many existing concerns haven't gone away. This session will provide attendees with a refresher on what's new, what has changed and what still needs attention.

Associated Benefits and Risk Consulting

● **Title IX and Transgender Students**

Discrimination on the basis of sex is prohibited by state and federal law. These laws, including changes to federal Title IX statutes, affect school board policy in complex ways. In this session, presenters will provide an overview of relevant laws and discuss recent and proposed changes to Title IX. The presenters will provide straightforward guidance on challenging legal compliance issues such as student records, preferred names and pronouns, use of bathrooms and locker rooms, parental notification issues and participation in extracurricular activities.

Boardman & Clark

Wisconsin Association of School Boards

● **WASB Legislative Update**

Learn about the upcoming two-year state budget and legislation affecting public K-12 schools that may be enacted in the upcoming legislative session. Receive tips on how to respond effectively as advocates for your district, schools and schoolchildren.

Wisconsin Association of School Boards

RURAL FOCUS

We've heard members are looking for convention sessions with topics of interest to rural school districts.

This list of convention breakout sessions includes at least one presenter from a rural district, as defined in a classification system developed by the National Center of Education Statistics. The following sessions are a partial list of those that have at least one presenter from a district classified by the center as a "rural" district, which is defined as being at least five miles from a small urbanized area.

Facility Planning for New District Administrators: Working With Your Board and Staff to Fund Priorities
Bangor School District

Higher Performance Leadership: Become. Build. Lead.
Hilbert School District

How Satisfaction Correlates With Referendum Outcomes
Oakfield School District

Implementation of Multi-Tiered Systems of Support in a Rural Middle School
Freedom School District

Leadership for the Science of Reading: Similar Themes from Two Different Districts
New Studies Show How School Funding Impacts Students and Districts
Neillsville School District

Physical Education + Healthy Eating = Academic Success
*WI Health & Physical Education,
Erin School District*

Redesigning Education to Create a World-Class Collaborative System in a Rural Setting
Arcadia, Blair-Taylor, Independence and Whitehall school districts

Social Media as a Storytelling Tool — What Works in 2023
Ladysmith School District

Who You Gonna Call: Knowing Your Role in a Crisis
*Mineral Point Unified School District
(and others)*

The Power of New Teacher Mentors
*School District of Belleville,
Berlin Area School District (and others)*

CELEBRATING THE ARTS

Talented student music groups and the work of student artists from around the state will proudly be on display at the State Education Convention.

STUDENT MUSIC PERFORMANCES

Student music groups presented in partnership with the Wisconsin School Music Association and the WASBO Foundation.



WEDNESDAY | Jan. 18
General Session
 Vel Phillips Memorial High School
 Wind Ensemble of the Madison
 Metropolitan School District

THURSDAY | Jan. 19
General Session
 New Berlin
 Chamber Orchestra

FRIDAY | Jan. 20
General Session
 Oshkosh North
 High School Chorale



STUDENT ART CONTEST



In partnership with the Wisconsin Art Education Association, the WASB holds an **annual art contest** showcasing the work of Wisconsin student artists. **Award-winning pieces from this year's contest will be displayed at the 2023 State Education Convention.**



STUDENT CONVENTION VIDEO TEAM



The WASB is seeking a team of students to capture the convention experience on camera. The WASB is taking applications from interested student teams. One team will be selected to attend at least one day of the convention and produce a short video highlighting some of the activities, speakers and events that will make up the 2023 State Education Convention.

For more information, email info@wasb.org.
 Apply by Nov. 30.

EXHIBIT HALL

CREATIVE SOLUTIONS, INNOVATIVE PRODUCTS AND MUCH MORE

The Exhibit Hall at the Wisconsin State Education Convention features hundreds of businesses and organizations focused on providing products, services and support to public schools. Attendees are encouraged to visit the Exhibit Hall, interact with experienced school partners and learn about innovative, new products and services available to schools.

Look for these Exhibit Hall attractions:

● School Fair: Interactive Exhibits

The School Fair in the Exhibit Hall features interactive exhibits by school leaders, teachers and students from around the state:

CTE: Making an Impact Through Collision Repair

Visit this showcase of student work examples and program highlights and learn techniques that can be used to implement these best practices into existing automotive or shop classes.

Freedom Area School District

Student-Led Businesses

Students at this district pitch businesses to a director team that chooses to fund or not fund the proposal. Learn about this process and the products created by student-led businesses.

West Milwaukee School District

Building Your Students' Toolbox

The FIRST Robotics Programs, used at all levels of education, integrates with robotics and industry-recognized certifications at the club and school level. Watch how one district combines components of career and technical education with extracurriculars such as the Future Business Leaders of America.

Oak Creek Franklin Joint School District

Bridging the Gap for the Referee Shortage

In an effort to help combat the referee shortage, Waterford Union High School coach Ashley Ingish created a course called Sports Officiating and Coaching. Learn about how this course is allowing students to try and experience a variety of sports or even prepare them for a life-long career.

Waterford Union High School

● WASB Commons

The WASB encourages members to stop by the WASB Commons and learn about the numerous services and products designed to help you lead your school district.



● Special Exhibit: Classroom of the Future (Booth 749)

This special interactive booth provides Wisconsin school board members and administrators with a vision of what K-12 education could or should look like.

Presented by a partnership including Rural Virtual Academy Charter School

● Solar Schools Pavilion

Visit the Solar Schools Pavilion once again and meet community partners and providers who can help your district develop a roadmap to clean energy.

● Mutual of Omaha's Wild Kingdom

"Mutual of Omaha's Wild Kingdom" host Peter Gros will return to the convention and bring a cadre of unforgettable animal friends.



DEDICATED EXHIBIT HALL TIMES

There is always a lot to do and see at the State Education Convention. We encourage you to visit the Exhibit Hall and use the services and activities described above and visit with our many vendors who help support the State Education Convention. The following times are designated breaks so attendees can visit the Exhibit Hall.

WEDNESDAY, JAN. 18: 9-10 a.m. | 12-1:30 p.m. | 2:30-3:30 p.m.

THURSDAY, JAN. 19: 9:45-10:45 a.m. | 11:15 a.m.-1:45 p.m.

2023 CONVENTION SCHEDULE

All events take place at the Wisconsin Center unless otherwise noted.

WI Center 1st Floor: General Sessions, WASB Delegate Assembly, Breakout Sessions and Coat Check

WI Center 2nd Floor: Breakout Sessions, Art Exhibit and Skywalk to Hilton

WI Center 3rd Floor: Registration, Bookstore and Exhibit Hall

TUESDAY | JANUARY 17

- 11 a.m. - 6 p.m. **REGISTRATION**
- 1 - 5 p.m. **CONVENTION BOOKSTORE**
- 1:30 - 5 p.m. **PRE-CONVENTION WORKSHOPS**
- 7 - 8 p.m. **PRE-DELEGATE ASSEMBLY DISCUSSION**
Hilton Milwaukee City Center

WEDNESDAY | JANUARY 18

- 7 a.m. - 5 p.m. **REGISTRATION**
- 8 - 9 a.m. **BREAKOUT SESSIONS**
Including CONVENTION/DELEGATE ORIENTATION
- 8 a.m. - 5 p.m. **BOOKSTORE**
- 9 - 10 a.m. **DEDICATED EXHIBIT HALL TIME**
- 9 a.m. - 4:30 p.m. **EXHIBIT HALL**
- 10 a.m. - Noon **GENERAL SESSION**
AWARD PRESENTATIONS Educators and administrators of the year; Wisconsin Student Art Award
- Noon - 1:30 p.m. **LUNCH; DEDICATED EXHIBIT HALL TIME**
- 1:30 p.m. **DELEGATE ASSEMBLY**
- 1:30 - 2:30 p.m. **BREAKOUT SESSIONS**
- 2:30 - 3:30 p.m. **DEDICATED EXHIBIT HALL TIME**
- 3:30 - 4:30 p.m. **BREAKOUT SESSIONS**

THURSDAY | JANUARY 19

- 7 - 8:30 a.m. **WASB BREAKFAST**
Hilton Milwaukee City Center
- 8 a.m. - 3 p.m. **REGISTRATION; BOOKSTORE**
- 8:45 - 9:45 a.m. **BREAKOUT SESSIONS**
- 9 a.m. - 11:45 a.m. **EDUCATION TOUR** (*times subject to change*)
- 9 a.m. - 2 p.m. **EXHIBIT HALL**
- 9:45 - 10:45 a.m. **DEDICATED EXHIBIT HALL TIME**
- 10:45 - 11:45 a.m. **BREAKOUT SESSIONS**
- 11:15 a.m. - 1:45 p.m. **LUNCH; DEDICATED EXHIBIT HALL TIME**
- Noon - 1:15 p.m. **WASDA and WASBO LUNCHEON**
Hilton Milwaukee City Center
- 1:45 - 2:45 p.m. **BREAKOUT SESSIONS**
- 3 - 5 p.m. **GENERAL SESSION**
SCHOOL BOARD SERVICE AWARDS

FRIDAY | JANUARY 20

- 8 - 9 a.m. **BREAKOUT SESSIONS**
- 9:15 - 10:15 a.m. **BREAKOUT SESSIONS**
- 10:30 a.m. - 12 p.m. **GENERAL SESSION**

CONVENTION HOTELS

The following hotels located near the Wisconsin Center offer special convention rates to attendees and exhibitors. Visit the convention website at WASB.org/convention for details about reservation blocks — including pricing requirements, reference codes and direct links.

Aloft Milwaukee*

877-462-5638

aloftmilwaukee.com

Courtyard Marriott Milwaukee Downtown*

800-321-2211, marriott.com

DoubleTree by Hilton Milwaukee Downtown*

414-273-2950, doubletree.hilton.com

Hampton Inn and Suites*

800-426-7866, hilton.com/en/hampton

Hilton Milwaukee City Center

414-935-5940, hilton.com

Hyatt Regency Milwaukee

888-421-1442, milwaukee.hyatt.com

(Important note: The skywalk between the Hyatt Regency and the Wisconsin Center will NOT be available due to construction for the expansion of the Wisconsin Center.)

Saint Kate Arts Hotel

414-488-0540, saintkatearts.com

(formerly the InterContinental)

SpringHill Suites Milwaukee Downtown

877-688-4615, marriott.com

*Complimentary shuttle service provided by Lamers Bus Lines will run between the Wisconsin Center and these convention hotels on Wednesday, Jan. 18 and Thursday, Jan. 19.

The WASB provides housing blocks as a courtesy to attendees to provide lower, negotiated room rates. If possible, please cancel unneeded room reservations before the block cut-off deadlines to give other districts an opportunity to take advantage of the lower rates.

REGISTRATION FORM



CONVENTION 2023 Wisconsin State Education Convention

January 18-20, 2023 • Wisconsin Center • Milwaukee, WI

REGISTER ONLINE! WASB.org/convention

Use this registration form to help your convention attendees select their meals and events. Then use this information to register online at WASB.org/convention.

FULL NAME _____

SCHOOL DISTRICT _____

FIRST NAME FOR BADGE _____

ADDRESS _____

Your Title for Badge PLEASE CHECK ONLY ONE

- Administrator Business Official Teacher
 Administrative Asst. CESA Administrator Other: _____
 Board Member Principal
 Buildings/Grounds Superintendent

CITY / STATE / ZIP _____

TELEPHONE _____

EMAIL ADDRESS _____

Dietary Restrictions (if selecting a meal)

- Please specify restrictions: _____
 Requested for (name): _____

To opt out of convention-related emails from exhibitors, check here:

(NOTE: This opt out does not apply to post-convention emails resulting from an attendee allowing an exhibitor to scan his/her badge on site.)

Other Considerations

If you have a disability or other need that requires special provisions or services, please check this box and explain below.

- Yes, I would like assistance for (please explain): _____

Complimentary Spouse Registration

Spouse registration is complimentary, but meals and special events must be purchased separately.

- Yes, please register my spouse

SPOUSE'S NAME _____

SEND COMPLETED FORM TO:

ATTN: Convention Registration
Wisconsin Association of School Boards
122 W. Washington Ave., Suite 400
Madison, WI 53703
info@wasb.org | fax 608-257-8386

REGISTRATION DEADLINES

EARLY BIRD – Dec. 15, 2022
STANDARD – Jan. 6, 2023
Meal Reservation Deadline – Jan. 6, 2023

CANCELLATIONS

No refunds will be given unless cancellation is received by 5 p.m. Jan. 6, 2023

REGISTRATION

PEOPLE TOTAL

EARLY BIRD Registration <i>WITH FULL PAYMENT ONLY</i> Must be received BY Dec. 15, 2022	_____	×	\$260	= \$	_____
STANDARD Registration Payments received AFTER Dec. 15, 2022	_____	×	\$295	= \$	_____
VIRTUAL ATTENDEE Add-On (Access to recorded sessions added to standard registration)	_____	×	\$60	= \$	_____
VIRTUAL ATTENDEE Only (Access to recorded sessions only)	_____	×	\$100	= \$	_____

MEAL FUNCTIONS

<input type="checkbox"/> WASB BREAKFAST 7 a.m. Thursday, Jan. 19	_____	×	\$40	= \$	_____
<input type="checkbox"/> WASDA LUNCHEON Noon, Thursday, Jan. 19	_____	×	\$44	= \$	_____
<input type="checkbox"/> WASBO LUNCHEON Noon, Thursday, Jan. 19	_____	×	\$44	= \$	_____

REGISTRATION, SPECIAL EVENTS, MEALS... **GRAND TOTAL \$** _____

SPECIAL EVENTS

PRE-CONVENTION WORKSHOPS, **TUESDAY, Jan. 17**

- WORKSHOP:** Coordinating Crisis Response in the National Incident Management System _____ × \$85 = \$ _____
 WORKSHOP: A Governance Mindset: School Boards and Superintendents Working Together _____ × \$85 = \$ _____
 WORKSHOP: Inclusive School Board Leadership _____ × \$85 = \$ _____
 WORKSHOP: School Finance Puzzle _____ × \$85 = \$ _____

EDUCATION TOUR, Thursday, Jan. 20

- EDUCATION TOUR:** Vincent High School of Agricultural Sciences _____ × \$5 = \$ _____

METHOD OF PAYMENT

- CHECK FOR** \$ _____ enclosed, payable to the WASB.
 BILL THE DISTRICT using PO # _____

CREDIT CARD: MASTERCARD VISA DISCOVER AM EX

CREDIT CARD NUMBER _____ EXP. DATE _____

NAME ON CARD _____ VERIFICATION CODE _____

SIGNATURE _____ DATE _____

WASB OFFICE USE ONLY Date Rec'd _____ P.O. # _____ Check # _____ Amount \$ _____



2023 EXHIBITORS by Product Categories

NOTE: This is a complete listing of exhibitors as of press time. Visit WASB.org/convention for an updated list or reference the 2023 State Education Convention Guide or app. ♦ WASB Service Associate ★ 2023 Convention Sponsor

Administrative Software and Integration Tools

BoardDocs
CESA 7
★ Frontline Education
Infinite Campus
jmc
rSchoolToday
♦ Skyward, Inc.
WISEdash Local

Associations, Non-Profits and Government Agencies

Board of Commissioners of Public Lands
CESA 5
CESA 6
Focus on Energy
Literacy Task Force of Wisconsin
WEA Academy
Wisconsin Association for Equity in Funding
Wisconsin Association of School Boards (Commons)

Wisconsin Association of School Business Officials
Wisconsin Association of School District Administrators
Wisconsin Interscholastic Athletics Association
Wisconsin Resource Center for Charter Schools (CESA 9)
Wisconsin Rural Schools Alliance
Wisconsin School Public Relations Association

Athletics: Equipment, Seating and Surfacing

AstroTurf
Balestrieri Environmental & Development, Inc.
Baseman Floors, Inc.
Boland Recreation, Inc.
Carroll Seating Company
Fisher Tracks, Inc.
Gerber Leisure Products
Gopher
J W Industries, LLC
Marshfield Book & Stationery

Midwest Sport & Turf Systems – Synthetic Turf
Musco Sports Lighting
Schmitz Foam Products – ProPlay
Southern Bleacher Company
Summit Commercial Fitness, Inc.

Audio, Video and Multimedia Equipment and Design

ACP CreativIT
Lightspeed Technologies, Inc.
Musco Sports Lighting

Awards and Recognition Programs

Wisconsin Health and Physical Education, Inc.

Business Services

#SocialSchool4EDU
★ ♦ Baird Public Finance
Dinamico, LLC
Dorreen Dembski Communica-

tion Services, LLC
♦ Key Benefit Concepts, LLC
MidAmerica Administrative & Retirement Solutions
MJ Care, Inc.
TIPS – The Interlocal Purchasing System
★ WEA Member Benefits

Distance and Online Learning Services

Candor Health Education
Lightspeed Technologies, Inc.
Rural Virtual Academy
WEA Academy
Wisconsin Virtual School (CESA 9)

Educational Management and Consulting and/or Research

#SocialSchool4EDU
★ ♦ Baird Public Finance
CESA 10
CESA 5

CESA 6

ECRA Group, Inc.

◆ EMC Insurance Companies

JMC Inc.

McPherson & Jacobson LLC

Steeping Wellness

◆ Studer Education

Wisconsin Association for
Equity in Funding

**Enrichment Programs and
Curricular Programs**

Dream Flight USA

LAB Midwest, LLC

Literacy Task Force of Wis-
consin

Palmer Hamilton

Rural Virtual Academy

Wisconsin Resource Center for
Charter Schools (CESA 9)

Wisconsin Virtual School
(CESA 9)

**Facilities: Architecture,
Design and Engineering**

ATS&R Planners/Architects/
Engineers

Ayres

◆ Bray Architects

◆ Eppstein Uhen Architects,
Inc.

FEH Design

FGM Architects Inc.

Groth Design Group, Inc.

Hellas Construction

◆ Hoffman Planning, Design &
Construction, Inc.

HSR Associates, Inc.

ISG

JSD Professional Services

LHB, Inc.

McKinstry

MSA

★ Nexus Solutions

★ ◆ Performance Services, Inc.

◆ Plunkett Raysich Architects,
LLP

Point of Beginning, Inc.

Ramlow/Stein Architecture
+ Interiors

★ Rettler Corporation

River Valley Architects

SitelogIQ

Somerville Architects
& Engineers

Southern Bleacher Company

Wendel

Wold Architects and Engineers

Zimmerman Architectural
Studios, Inc.

**Facilities: Construction,
Construction Management
and/or Consulting**

Apex Facility Solutions, SBC

Athletic Field Services, Inc.

★ ◆ C.D. Smith Construction,
Inc.

CESA 10

◆ CG Schmidt, Inc

Gilbane Building Company

Greenfire Management Ser-
vices

Hellas Construction

HES Facilities Management

◆ Hoffman Planning, Design &
Construction, Inc.

ISG

◆ J.H. Findorff & Son, Inc.

JSD Professional Services

Kraemer Brothers, LLC

Kraus-Anderson

Market & Johnson, Inc.

McKinstry

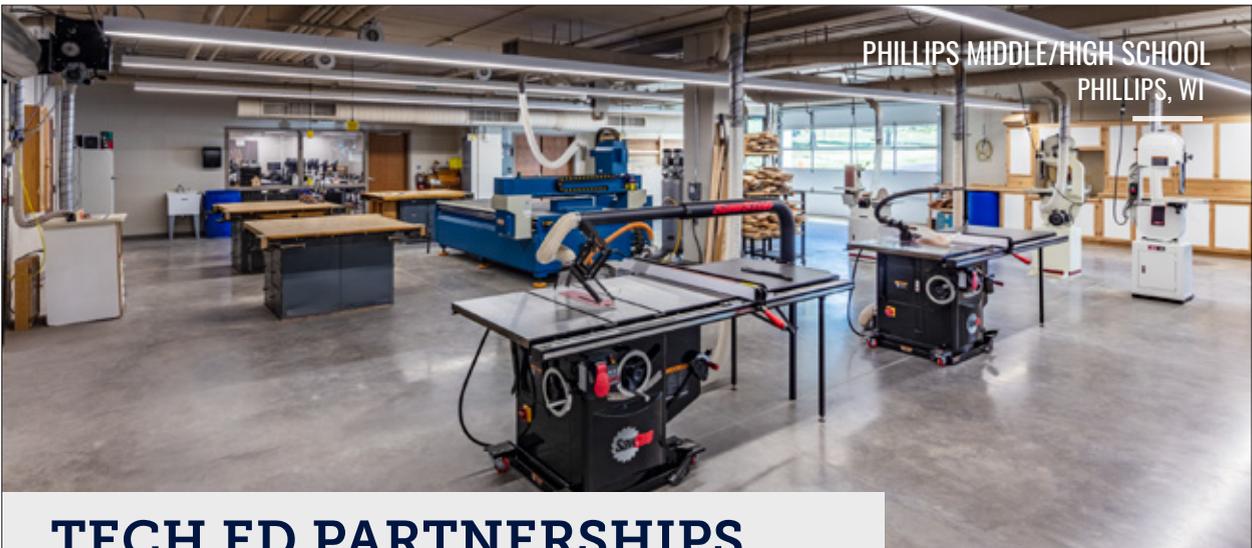
◆ Miron Construction Co., Inc.

★ Nexus Solutions

★ ◆ Performance Services,
Inc.

Point of Beginning, Inc.

★ Rettler Corporation



PHILLIPS MIDDLE/HIGH SCHOOL
PHILLIPS, WI

TECH ED PARTNERSHIPS

As part of a \$9.86 million referendum, the Phillips School District worked with area manufacturers to build the new tech ed space with the hands-on skills training students need in the local workforce. The District also maximized efficiencies by consolidating all students to one campus. This, is **Building Excellence**.

920.969.7000 | edu@miron-construction.com
VIEW OUR K-12 PROJECT EXPERIENCE AT MIRON-CONSTRUCTION.COM

An equal opportunity, affirmative action employer.



◆ Scherrer Construction Company, Inc.

Schmitz Foam Products – ProPlay

SitelogIQ

Southern Bleacher Company

Upper 90 Energy

★ ◆ VJS Construction Services, Inc.

Wendel

Facilities: Flooring and Wall Coverings

Baseman Bros. Inc.

Baseman Floors, Inc.

River Valley Architects

Stalker Sports Floors

Facilities: Furnishings and Shelving

Carroll Seating Company

Forward Space

Marshfield Book & Stationery

Palmer Hamilton

River Valley Architects

Virco Manufacturing Corp.

WB Manufacturing

Wold Architects and Engineers

Facilities: Hardware, Doors, Windows, Lab Equipment

Palmer Hamilton

Window Enhancements LLC

Facilities: Lighting

Apex Facility Solutions, SBC

Energy Performance Lighting

Forward Space

Hellas Construction

Musco Sports Lighting

Somerville Architects & Engineers

Upper 90 Energy

Facilities: Mechanical Systems and Energy Services

Apex Facility Solutions, SBC

ATS&R Planners/Architects/Engineers

CESA 10

Complete Control Inc.

Focus on Energy

ISG

McKinstry

North American Mechanical, Inc.

PBBS Equipment Corporation

★ ◆ Performance Services, Inc.

Somerville Architects & Engineers

TIPS – The Interlocal Purchasing System

Upper 90 Energy

Wendel

Window Enhancements LLC

Wold Architects and Engineers

Financial Services, Consulting and Accounting

★ ◆ Baird Public Finance

Ehlers & Associates, Inc.

★ Frontline Education

MidAmerica Administrative & Retirement Solutions

MJ Care, Inc.

★ PMA Financial Network, LLC

★ WEA Member Benefits

Wisconsin Public Finance Professionals, LLC

Food Service Management, Equipment and Products

CESA Purchasing

Chartwells School Dining Services

JMC Inc.

K12 by Elior

SFE, LLC

Taher, Inc.

Higher Education

Ayres

Concordia University Wisconsin

Information Management Services and Consulting

ACP CreativIT

CESA 6

Connecting Point

★ Frontline Education

WISEdash Local

Insurance: Health, Dental, Vision, LTD, Life and Long-term Care

Ansary & Associates, LLC

CESA 7

CM Regent Insurance Co.

◆ Community Insurance Corporation/WCA Group Health Trust

Dean Health Plan

★ Delta Dental of Wisconsin

◆ Key Benefit Concepts, LLC

◆ M3 Insurance

◆ National Insurance Services

Prevea360 Health Plan

◆ R&R Insurance Services, Inc.

★ Security Health Plan of Wisconsin, Inc.

◆ Tricor Insurance, Inc.

★ ◆ UnitedHealthcare

Insurance: Property and Casualty

Ansary & Associates, LLC

CM Regent Insurance Co.

◆ Community Insurance Corporation/WCA Group Health Trust

◆ EMC Insurance Companies

◆ M3 Insurance

◆ R&R Insurance Services, Inc.

★ WEA Member Benefits

Insurance: Third-Party Administration

MidAmerica Administrative & Retirement Solutions

◆ National Insurance Services

★ Security Health Plan of Wisconsin, Inc.

Student Assurance Services, Inc.

◆ Tricor Insurance, Inc.

★ ◆ UnitedHealthcare

Insurance: Workers Compensation

Ansary & Associates, LLC

CM Regent Insurance Co.

◆ Community Insurance Corporation/WCA Group Health Trust

◆ EMC Insurance Companies

◆ M3 Insurance

◆ R&R Insurance Services, Inc.

RAS

Janitorial Services, Cleaning Supplies and Equipment

CESA Purchasing

Chartwells School Dining Services

Dashir Management Services, Inc.

Hillyard

Legal Services

Boardman & Clark, LLP, Attorneys at Law

Davis|Kuelthau, s.c.

Quarles & Brady LLP

◆ Renning, Lewis & Lacy, s.c.

◆ von Briesen & Roper, S.C.

Wisconsin Association of School Boards (Commons)

Management, Consulting and/or Research

Critical Response Group, Inc.

Dinamico, LLC
 Dorreen Dembski Communication Services, LLC
 Hazard, Young, Attea & Associates
 McPherson & Jacobson LLC
 Neola, Inc.

Office and School Supplies and Equipment

CESA Purchasing
 First Technologies, Inc
 Marshfield Book & Stationery
 TIPS – The Interlocal Purchasing System
 Virco Manufacturing Corp.

Playground and Sporting Equipment

★ BCI Burke Company, LLC
 Boland Recreation, Inc.
 Gerber Leisure Products
 Gopher
 Schmitz Foam Products – ProPlay

Summit Commercial Fitness, Inc.

Policy Services

Boardman & Clark, LLP, Attorneys at Law
 Neola, Inc.
 ◆ Renning, Lewis & Lacy, s.c.
 Wisconsin Association of School Boards (Commons)

Professional Development

#SocialSchool4EDU
 Boardman & Clark, LLP, Attorneys at Law
 Capturing Kids' Hearts
 CESA 5
 CESA 7
 Lightspeed Technologies, Inc.
 McPherson & Jacobson LLC
 Steeping Wellness
 ◆ Studer Education
 WEA Academy
 Wisconsin Health and Physical

Education, Inc.
 Wisconsin Resource Center for Charter Schools (CESA 9)
 Wisconsin Virtual School (CESA 9)

Security and Alarm Systems Consulting and Design

ACP CreativIT
 Complete Control Inc.
 Critical Response Group, Inc.

Signs and Scoreboards

Gerber Leisure Products

Strategic Planning and Management Consulting

Ayres
 Critical Response Group, Inc.
 Dinamico, LLC
 Ehlers & Associates, Inc.
 FEH Design
 ◆ National Insurance Services
 ★ Nexus Solutions

◆ Studer Education
 Wisconsin Association of School Boards (Commons)

Survey Services

★ Rettler Corporation

Teaching Services

Candor Health Education
 Rural Virtual Academy
 Teachers On Call a Kelly Services Company
 Wisconsin Health and Physical Education, Inc.

Transportation Products and Services

◆ Dairyland Buses, Inc
 Go Riteway Transportation Group
 ★ Lamers Bus Lines, Inc
 Mid-State Truck Service, Inc.
 Transportant
 Wisconsin Bus Sales – Blue Bird



**COMING SOON!
 2023 CONVENTION APP**



The 2023 State Education Convention App will be available soon.

The app – for Android and iPhone – will include the complete convention schedule, maps, session descriptions and more.

Sponsored by Delta Dental and Baird Public Finance.

2022 FALL Advocacy Workshops

CONNECTING WITH LAWMAKERS

Dates and locations vary



The 2023-25 state budget is going to be critical for Wisconsin public schools.

Engaging in legislative advocacy can be as challenging as it is essential. As districts deal with inflation and the end to one-time federal funding, they're looking to the upcoming state budget to provide the resources they need to carry out their mission.

Do you want the knowledge and skills to be an advocate for your students?

Join a WASB legislative expert for a hands-on evening workshop on how to develop the kind of relationships with lawmakers and their staff that will make you a better, more effective legislative advocate for your students and schools. Dinner is included with the registration fee.

Thursday, Nov. 10 | **Green Bay** | CESA 7, 595 Baeten Rd.

Thursday, Nov. 10 | **Tomahawk** | CESA 9, 304 Kaphaem Rd.

Tuesday, Nov. 15 | **Fennimore** | CESA 3, 1300 Industrial Dr.

Tuesday, Nov. 15 | **Portage** | CESA 5, 626 E. Slifer St.

Tuesday, Nov. 15 | **Turtle Lake** | CESA 11, 225 Ostermann Dr.

Wednesday, Nov. 16 | **Online** | Link sent to registrants

2022 Fall Regional Meeting RECAP PAGE

Visit our **Fall Regional Meeting event page at WASB.org** to find presentations and videos from the meetings, along with photos of members who've achieved new levels in the WASB Member Recognition Program.

Download the photos of members receiving this recognition and share them on social media. You can also find a press release to share the good news about your board member's commitment to improvement.





WASB Connection Podcast

The latest episode of the WASB Connection Podcast features an interview with David Horsager, kickoff keynote speaker at the 2023 State Education Convention.

We talk about how building trust is the central task of education leaders.

“The biggest risk of a school board I would argue is losing trust, with the community, with the superintendent, with the faculty. We’ve just seen a whole lot of positive impact when people focus on the core issue of trust, not, let’s say leadership or even engagement.”

— David Horsager, Trust Edge CEO

Find the episode at [WASB.org](https://www.wasb.org), or wherever you listen to podcasts.

SAVE THE DATE...

SCHOOL LAW CONFERENCE

FEBRUARY 23, 2023

WASB TITLE IX TRAINING

The WASB/Boardman & Clark Title IX Training Series is a series of training modules to help school districts adapt to wide-reaching changes to sex discrimination laws that took effect in August 2020.

The first two modules have been recently updated to reflect two years of experience in this area.

Districts looking to subscribe for the current fiscal year can learn more about a package that fits their needs at [WASB.org](https://www.wasb.org).



LEGAL WEBINARS

■ ELECTION NOTICES AND PROCEDURES (Two-part series)

PART 1: Election Notices & Procedures **OCT. 26** | 12 - 1 p.m.

PART 2: Campaign Finance **NOV. 2** | 12 - 1 p.m.

Dan Mallin, WASB Legal and Policy Services Counsel

Wisconsin school districts must comply with numerous statutory obligations related to elections. The two-part Elections Notices and Procedures webinars will cover key deadlines, required notices and post-election processes. They will be of particular interest to school district clerks and to superintendents' administrative assistants (who often assist with election duties).

Registration includes access to Part 1 and Part 2.

Registrants receive access to both recordings.

■ ADMINISTRATOR CONTRACTS

NOV. 9 | 12 - 1 p.m.

Ben Richter, WASB Staff Counsel

This webinar will review requirements under the Wisconsin and federal Family and Medical Leave Act, including eligibility for leave for birth or adoption; serious health conditions of employees, parents, spouses and children; and the various leaves available to military service men and women and their families. Employer notice and documentation requirements will be covered along with employer and employee rights and obligations during and after FMLA leaves.

■ RECURRING WEBINAR:

WASB LEGAL AND LEGISLATIVE VIDEO UPDATE

NOV. 16 | 12 p.m.

WASB attorneys and government relations staff provide a complimentary monthly update on recent legal and legislative issues to answer members' most pressing questions. No registration required. Visit [WASB.org](https://www.wasb.org) for the link.

Why School Board Advocacy Matters

The coming state budget will determine the direction of public education in our state and shape your students' education. Your district's children need effective advocates.



There's an adage that "You may not get everything you want from legislators. But everything you do get will come to you because legislators have approved it."

That's a good lesson to remember as the debate over the 2023-25 state budget approaches. The stakes for public education are enormous. And advocacy by school leaders is essential.

A case can be made that Wisconsin has been engaged in a systematic defunding of its public schools for more than a decade. And it is making the job of being a school board member much more difficult.

A symptom of this trend is that this year will see 92 referendums seeking additional revenue limit authority, the highest number in a decade. It is no coincidence that in six of the last eight years there has been no per-pupil revenue limit adjustment and only minimal, if any, increases in per-pupil categorical aid. Together, revenue limit adjustments and per pupil aid are the mechanisms that allow for additional school district spending short of going to referendum.

The lack of revenue limit adjustments is particularly disappointing considering that legislative leaders had previously endorsed it. In fact, the number one recommendation of the Blue Ribbon Commission on School Funding convened by legislative leaders was to adjust revenue limits for inflation annually. The commission's report was issued in January 2019. With the inflation rate now at a 40-year high, it is time to remind lawmakers and the governor of that recommendation.

The lack of an inflationary adjustment has been noticed by

observers from outside our state.

A recent report by the Education Law Center found that state and local investment in PreK-12 education from 2008 to 2018 declined by 1% after adjusting for inflation.

Those figures are reflected in a chart we have been presenting at regional meetings (see accompanying graphic on pg. 33). It shows how allowable per-pupil spending — measured by annual per-pupil revenue limit adjustments and per-pupil categorical aid — has consistently lagged the annual inflationary adjustments that ended in 2009.

The chart shows that if Wisconsin had simply maintained the inflationary adjustment allowed through that year, districts would have received \$3,160 more per pupil in the current school year.

Another reason for the high number of operational referendums is that Wisconsin school districts collectively face well over a billion dollars in unfunded special education costs each year, even after accounting for state special education categorical aid reimbursements and federal IDEA funds.

When special education categorical aid reimbursements and federal funds fail to cover special education costs, school districts have two options. They can cover unfunded special education costs by diverting resources intended for the education of all students. Or they can raise additional local revenue by asking voters to approve a referendum.

You may be one of the few school board members who genuinely enjoys asking voters to approve a referendum to keep your district afloat. But if that does not describe

you, we think it is time for you as a school leader to think about how you will tell lawmakers the story of how the lack of annual increases in spendable resources and the underfunding of special education are impacting your districts.

If you couple those issues with concerns about how high inflation is eroding school budgets, staffing challenges and the impending "fiscal cliff" (when one-time federal relief funds are exhausted) you have an urgent and compelling case for more funding help from the state.

As you prepare for these conversations, you may want to closely examine the budget request submitted by the Department of Public Instruction. Among other things, the DPI request calls for restoring annual per pupil adjustments and dramatically boosting special education categorical aid. And you may want to remind lawmakers that a Blue Ribbon Commission they created recommended providing school districts annual inflationary adjustments.

Before you have those conversations, we encourage you to attend one of the WASB Fall Advocacy Workshops that will be held in November. We will provide you with tips that will make your communication with legislators more effective. (See sidebar for dates and locations.)

The advocacy workshops are just one of the opportunities you will have to improve your advocacy.

Earlier this year, the WASB conducted a member survey. Among the questions the survey identified was "How can WASB members be supported and encouraged to participate in legislative advocacy?"

In response, the Government

Relations Team has developed several initiatives aimed at helping school board members improve their advocacy.

We are revamping the Legislative Advocacy Toolkit, a practical guide on how to communicate with lawmakers. Advocacy workshop attendees will receive a copy. It will also be available online.

The January-February issue of the Wisconsin School News will focus on school board advocacy, with stories from board members about their involvement in legislative advocacy.

The State Education Convention in January will feature a session with the Franklin School District highlighting its legislative advocacy successes. You'll also find sessions on critical issues we know legislators will be focused on, such as improving early childhood literacy and recovering learning disrupted by the pandemic.

In mid-March, we will host a Day at the Capitol in Madison. In the morning, we will help you understand the state budget and our advocacy message. Then, in the afternoon, we will schedule office visits for you with

the lawmakers who represent you and your school district so you can have those critical in-person conversations about your district's needs.

Once the budget is introduced, we will host regular Friday noon webinars to help you understand the budget and how to advocate for provisions that will help your districts. We will provide sample letters, talking points and resolutions for you to use at the board table and in crafting advocacy messages to your legislators.

We will also continue to record podcasts on emerging or hot legislative topics and how you can respond to them to amplify the WASB's message.

Finally, we will continue to provide our monthly WASB Legal and Legislative Update webinars, typically held at noon on the third Wednesday of each month and we will continue blogging about current events in Madison that will impact school boards. You can subscribe to the WASB Legislative Update blog to get notifications whenever we post new material.

We encourage you to work with your district administrator in your

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TUESDAY, NOV. 15 AT:

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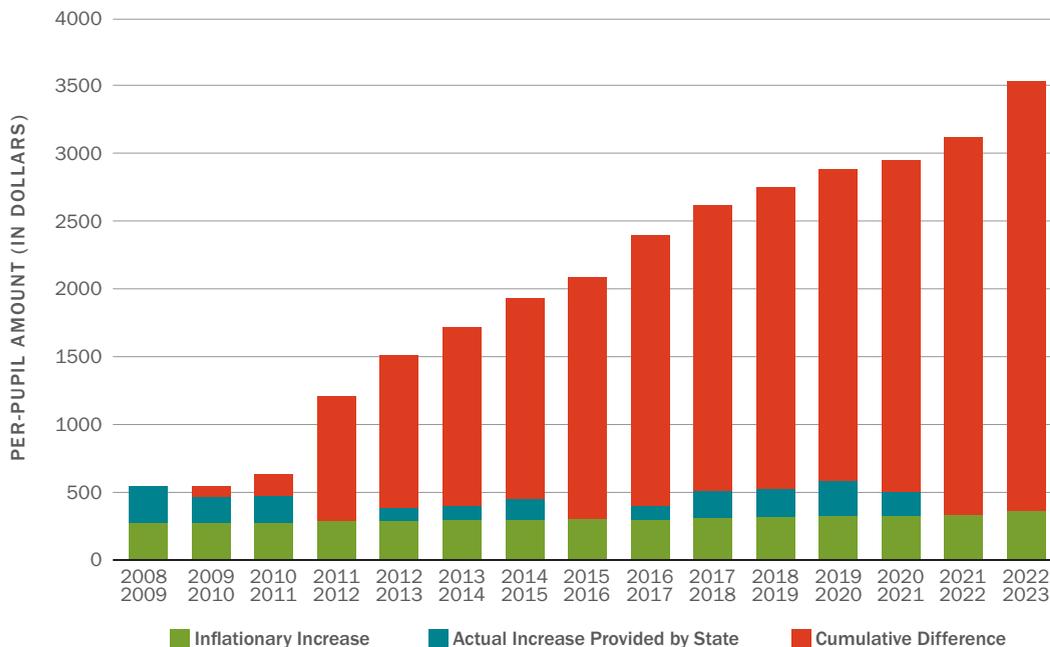
We will also host a webinar version of the workshop on Wednesday, Nov. 16 from 6:30-8:30 p.m.

Visit [WASB.org](https://www.wasb.org) to register for the in-person or online events.

advocacy efforts. You are a team. Keep each other in the loop regarding communications with lawmakers.

One more adage is helpful to keep in mind as we enter budget season. If you don't ask legislators for the specific things you need, you probably won't get them. ■

State Support for K-12 Education vs. Inflation





Common Situations Implicating Board Member Ethics

As local public officials, school board members often find themselves in challenging situations that implicate ethical issues. Board members are subject to the statutory Code of Ethics for Local Public Officials; common law restrictions, including the doctrine of incompatibility of offices; and criminal statutes governing their actions, particularly with respect to contracts with school districts. Additionally, board members are subject to board policies that might be even stricter than the minimum legal requirements.

This Legal Comment will use hypothetical scenarios to help board members navigate situations involving ethical issues. While this Legal Comment will not be able to cover all of the potential ethical issues a board member might face, the goal is to help flag common ethical situations so that board members can identify them early and get advice before they make potential mistakes.

1. Code of Ethics for Local Public Officials

The board is considering a major construction referendum in the near future. An architect who has done work for the district in the past offers to take the new board president and their spouse out to dinner to discuss how the architect can help the district with the potential new construction.

If the board president accepts this dinner, it could violate the Code of

Ethics for Local Public Officials, Wis. Stat. § 19.59. It prohibits a local public official from using their public position to obtain financial gain or anything of “substantial value” for the private benefit of himself, herself, his or her immediate family, or for an organization with which he or she is associated. “Substantial value” has been interpreted to mean anything of more than inconsequential or token value based on the totality of the circumstances. A violation of the code could result in a forfeiture of not more than \$1,000 per violation, plus the value of the thing obtained. A violation of the code that is intentional could lead to criminal prosecution with penalties of a fine of not less than \$100 but no more than \$5,000, imprisonment for not more than a year, or both.

In this hypothetical situation, the only reason the architect wants to take the board president and their spouse out to dinner is because of the board member’s office. In the private sector, taking clients out for free meals is a common way of saying thank you. However, it is generally not permissible for board members to accept such free meals from district vendors (or potential vendors). A free dinner generally has more than an inconsequential or token value. Additionally, under the Code of Ethics for Local Public Officials, no local public official may accept from any person, directly or indirectly, anything of value if it

could reasonably be expected to influence the local public official’s vote, official actions, or judgment. Given that the board hasn’t selected an architect for the new building project yet, accepting a free dinner from the architect could also violate that part of the code.

If the board president really wants to have the dinner with the architect, the board president should review board policies for language that prohibits the “appearance of a conflict of interest or ethics violation.” If allowed by policy, the board president should pay for both their and their spouse’s dinner. Even then, the board member should be aware of the political optics of being seen out to dinner with the architect — the public is unlikely to know who is paying the check at the end of the meal.

A new board member works as a landscaper for a landscaping company that provides services to the district. The landscaping company’s contract worth \$10,000 per year comes up for a vote. The board member advocates for expanding the landscaping company’s contract to \$14,000 per year. The vote passes 4-3.

The board member in this hypothetical situation might be violating the Code of Ethics for Local Public Officials. The code prohibits local public officials from taking any official action substantially affecting a matter in which the official, a member of his or her immediate family, or an organization with which the official is associ-

While well-intentioned, this board member cannot serve simultaneously as a board member and a teacher—even a substitute teacher.

ated has a “substantial financial interest.” “Substantial financial interest” is not defined.

Because the board member is just an employee and not an owner, it could be argued that the official does not have a “substantial financial interest” in the contract. However, depending on the size of the company, the importance of the district’s contract to the company’s financial bottom line, and other relevant factors, it is possible that the board member has a substantial financial interest in the contract, particularly if the employee has been assigned by the company to perform the landscaping duties for the district. Additionally, the board member should check applicable board policies which might clarify whether board members are permitted to vote on contracts involving companies that they work for, regardless of ownership.

The safest approach to this situation would be for the board member to recuse themselves from both the debate and the vote by leaving the board meeting during the time of that discussion. Even if this situation isn’t technically a violation of the code or board policy, it could give the appearance of a violation. Additionally, if this contract were worth more than \$15,000 per year, it could implicate the criminal law discussed below in the third hypothetical.

2. Incompatibility of offices

The district is desperate for substitute teachers given staffing shortages. A retired teacher sits on the board and offers to substitute in the district.

The doctrine of incompatibility of offices is a common law doctrine that bars a person from holding two offices where one office is superior to the

other, so that the duties exercised under each might conflict to the detriment of the public, or where the nature and duties of two offices are such that public policy considerations bar one person from discharging the duties of both offices. This doctrine has been expanded to include not just two incompatible offices, but incompatibility between one office (like school board) and a position of employment (like a substitute teacher).

While well-intentioned, this board member cannot serve simultaneously as a board member and a teacher — even a substitute teacher. The board office is superior to the role of a teacher (because the board has authority over teachers), and the nature of the duties of the two offices would bar one person from effectively discharging the duties of both offices. A specific conflict between the duties does not have to

arise before the doctrine of incompatibility of offices takes effect. The doctrine, in some ways, functions to avoid a specific problem from ever arising, such as the board having to consider the termination of the board member as a substitute teacher following an incident with a student. This employment situation might also feel uncomfortable for parents, teachers, and administrators who are not just working alongside a substitute teacher, but a board member, who ultimately has a role in making significant decisions regarding the district.

3. Private interest in public contracts

A board member works for a textbook company as a sales representative. The board is voting on adopting new textbooks and is considering a major \$20,000 purchase from the board member’s company. The board member recuses themselves from the

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discussion and vote of the contract. However, the board member serves as the company's salesperson for the transaction and negotiates the final price with the board and signs the deal on behalf of the company.

Wis. Stat. § 946.13 prohibits public officers, such as board members, from participating in contracts in which they have a private financial interest and establishes criminal penalties for violations. Board members can violate the statute in either their private or public capacities. The board member here violated the statute in their private capacity by negotiating for, and entering into, a contract in which the board member has a private pecuniary interest, direct or indirect, at the same time the board member was authorized to participate in their capacity as a board member in the making of that contract.

The board member correctly identified the ethical issue that would arise if they participated in

the debate or voted on the contract. Unfortunately, the board member missed the part of the statute that also prohibits the board member from participating in the contract in their private capacity. This contract is over the statutory threshold of \$15,000, so this law applies. This law is a strict liability statute meaning that the board member can violate the law without intending to do so. Therefore, this board member has likely violated a criminal law.

As a criminal violation that was outside the scope of the board member's official duties, it is unlikely that the board member would be covered by the district's liability insurance. If the district attorney decided to file charges against the board member, the board member would be on the hook for their own legal defense fees, and any fine imposed — not to mention potential jail time. A violation of this law is a Class I felony punishable by a fine of up to

\$10,000, imprisonment for up to three years and six months, or both.

An additional problem is that the board now needs to decide what it should do with the textbook contract. This statute has been interpreted as giving the school board the decision of either voiding the contract or requiring its enforcement. The board will need to decide whether or not to void the textbook contract under the circumstances, and, if so, how to proceed from there.

Conclusion

Ethical issues arise in a variety of circumstances. Board members should be vigilant and seek legal guidance when they face a challenging ethical situation. If board members are aware of these situations in advance, the situations can often be navigated successfully — even if it means board members have to refrain from certain actions. However, once a violation occurs, these situations are often more challenging to address without potential liability.

One situation where board members often face ethical issues is attending the annual WASB/WASDA/WASBO State Education Convention. For analysis of common issues arising from the Convention please see Wisconsin School News, "Legal and Ethical Standards Related to Attendance at the State Education Convention" (Jan. 2019). ■

This Legal Comment was written by Michael J. Julka and Brian P. Goodman of Boardman Clark, WASB Legal Counsel. For related articles, see Wisconsin School News: "School Board Member Communications" (Oct. 2019); "Legal and Ethical Standards Related to Attendance at the State Education Convention" (Jan. 2019); and "Recurring Issues for School Board Members: School Board Member Conflicts of Interest, Ethics, and Incompatibility of Offices" (May 2013).

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