

★ 2015 CONVENTION PREVIEW ★

SPECIAL ISSUE

# WISCONSIN SchoolNews

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

[wasb.org](http://wasb.org) | November 2014

# Every Child, Every Day



94th state  
education  
convention

WASB · WASDA · WASBO



Wednesday Keynote  
Kevin **HONEYCUTT**

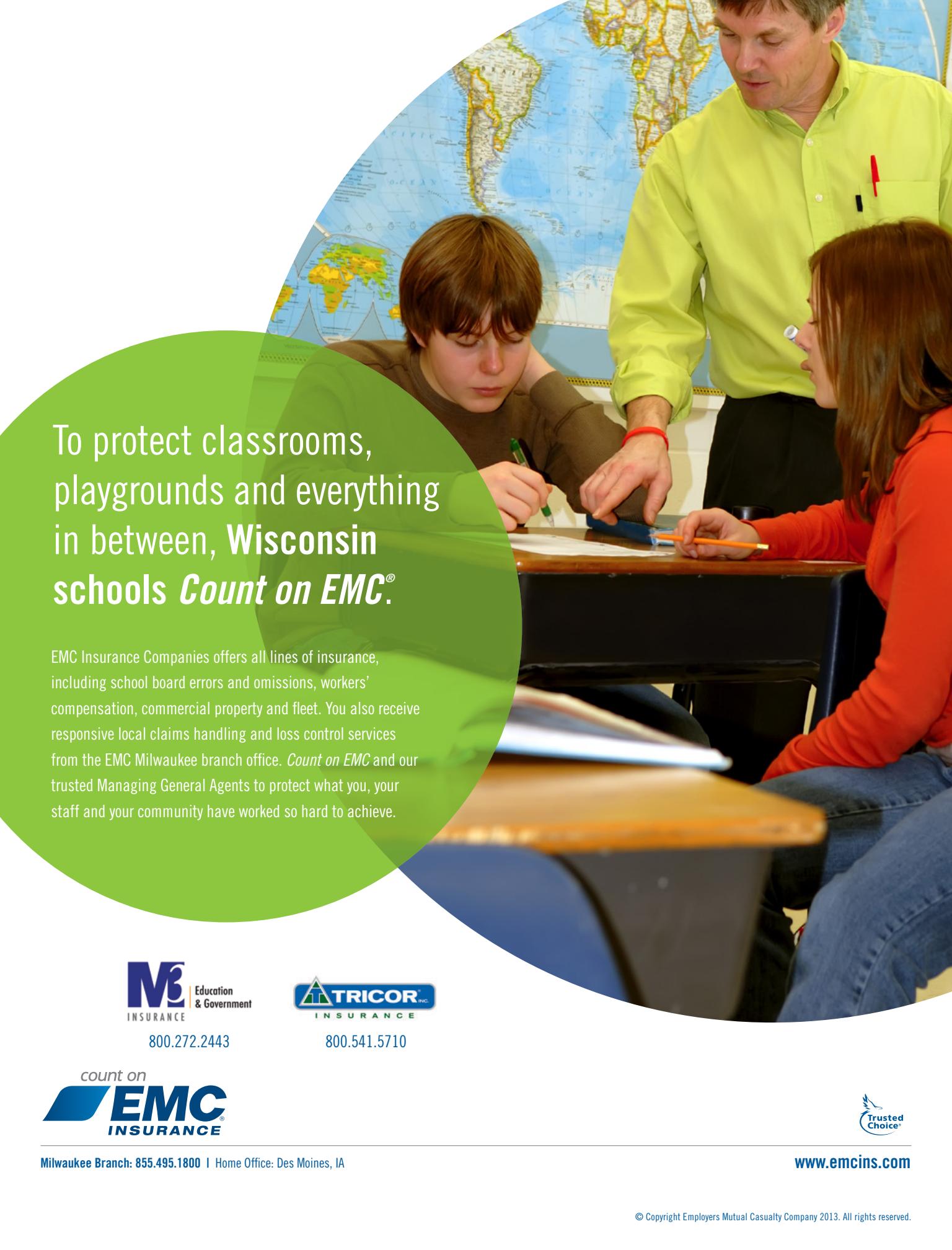


Thursday Keynote  
Richard **GERVER**



Friday Keynote  
Rosalind **WISEMAN**

CONVENTION 2015 — JANUARY 21-23, 2015 — MILWAUKEE



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**John H. Ashley**  
Executive Editor

**Sheri Krause**  
Director of Communications

**Shelby Anderson**  
Editor

■ REGIONAL OFFICES ■

122 W. Washington Avenue  
Madison, WI 53703  
Phone: 608-257-2622  
Fax: 608-257-8386

132 W. Main Street  
Winneconne, WI 54986  
Phone: 920-582-4443  
Fax: 920-582-9951

■ ADVERTISING ■

608-556-9009 • tmccarthy@wasb.org

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## THE 2015 STATE EDUCATION CONVENTION:

## Every Child, Every Day

We are excited to announce the 2015 State Education Convention agenda with a focus on "Every Child, Every Day." Throughout the year, WASB President Mike Blecha has talked about the unique and inspiring mission of public education — to educate and serve every child, every day. Regardless of background or ability, our state's public schools welcome and educate any and all children that arrive at our school doors.

The 94th Annual Joint State Education Convention in January 2015 will celebrate and share the many innovative and inspiring ways that public school districts from around the state provide exciting education opportunities to their students.

The lineup of sessions reflects the great work going on in our school districts. Break-out sessions featuring state and national experts will delve into such topical issues as: school board governance, advocacy, health care reform, educator effectiveness, school safety, employment and labor law, school funding and much more. In addition, there will be in-depth pre-convention workshops on the roles and responsibilities of school boards, school funding, governance, and technology. With nearly 100 sessions to choose from over the course of three days, there is something for every school leader.

In addition to a wide range of sessions featuring district leaders and

education experts, our lineup of keynote speakers will inspire, educate and motivate you. They include: Kevin Honeycutt, Richard Gerver, and Rosalind Wiseman.

Kevin Honeycutt specializes in using technology to expand student learning, but he also has a powerful personal story to share. Kevin grew up in poverty and attended school in 20 states, giving him a unique perspective on what it takes to educate every child, every day.

Our second keynote speaker — Richard Gerver — is a failed actor, turned star educator. Richard was recognized as one of the top teachers in England for his work in leading a school on the brink of closure to becoming one of the most innovative in the world. He works closely with Sir Ken Robinson who cites Richard as one of the world's most exceptional educators.

Author Rosalind Wiseman has been recognized for her work as an advocate for the unique challenges facing students and school leaders today, including bullying, the use of social media, and media literacy. She is noted for transcending cultural and economic boundaries in her appeal to ensure children's and teenagers' well-being.

I'm also excited to introduce our keynote speaker for the WASB Breakfast program — Neil Willenson. A Wisconsin native, Neil is the founder of One Heartland —

a non-profit organization that seeks to improve the lives of children who are infected or affected by HIV/AIDS. After befriending a five-year-old boy with AIDS and witnessing the discrimination, pain and sadness that he experienced, Neil created a camp where children can feel accepted and speak openly about the disease. I hope you will join us for the WASB Breakfast program and hear Neil's powerful story.

With this strong lineup of sessions and speakers, I'm confident the 2015 State Education Convention will continue the strong Convention tradition of providing inspiring speakers and timely information. And, of course, there will be numerous opportunities to network and exchange ideas with colleagues from around the state. And you'll want to leave time to explore the Exhibit Hall, meet vendors and bring their ideas for cost-saving initiatives and products back to your district.

Visit the Convention website ([wasb.org/convention](http://wasb.org/convention)) to get more information and use the itinerary tool to help plan out your Convention experience. The popular Convention mobile app will be out soon — watch for the notice so you can download the 2015 State Education Convention app to your device.

I hope you are looking forward to the State Education Convention — I'll see you in Milwaukee! ■



We will celebrate and share the many innovative and inspiring ways that public school districts from around the state provide exciting education opportunities to their students.



## Every Child, Every Day

**Each day, public schools in Wisconsin serve students of all backgrounds and abilities.** The 94th State Education Convention celebrates the innovative and unique ways that Wisconsin public schools educate today's children. In this special edition of *Wisconsin School News*, learn about the sessions, speakers, and events of the 94th State Education Convention, Jan. 21-23 in Milwaukee.

## CONVENTION HIGHLIGHTS

### ● Convention Website

**Please note that changes may be made** to the information in this special convention preview issue of *Wisconsin School News*. Make sure to check the State Education Convention website — [wasb.org/convention](http://wasb.org/convention) — for the latest convention updates and announcements. The website also includes a customizable itinerary for convention sessions and events.

### ● Watch for the Convention App

At the 2014 Convention, we introduced the **State Education Convention App** for smartphones. The app was extremely popular and will be back for 2015. The app will include a complete convention schedule, maps, and session descriptions. Watch for the 2015 Convention App — *coming soon!*

### ● Convention Bookstore

The WASB Bookstore offers a wide selection of book titles, many authored by State Education Convention speakers. The bookstore is conveniently located near registration on the **third floor** of the Wisconsin Center.

### ● Convention Tour: Language Immersion at MPS

Four schools in the Milwaukee Public Schools feature outstanding language immersion programs where students learn French, German or Spanish. Take a tour of MPS schools to learn more about their successful program.

### ● Spouse Excursion — Brew City Tour

Spouses and other registered guests are welcome to join a special excursion on **Thursday, Jan. 22**. The tour will include stops at the Pabst Mansion, a microbrewery, and more. Shuttle to and from the Wisconsin Center will be provided.



## CONVENTION HOTELS

The following hotels, located near the Wisconsin Center, are offering special convention rates to attendees and exhibitors. For more information, including online registration, visit [wasb.org/convention](http://wasb.org/convention). Select “Attendee Services” and then “Hotel Information.”

**Complimentary shuttle service** provided by Lamers Bus Lines will run between the Wisconsin Center and select convention hotels on Wednesday, Jan. 21 and Thursday, Jan. 22.

#### Ambassador Hotel

414-345-5000, [ambassadormilwaukee.com](http://ambassadormilwaukee.com)

#### Courtyard Marriott Milwaukee Downtown

800-228-9290, [marriott.com](http://marriott.com)

#### Doubletree by Hilton Milwaukee Downtown

414-273-2950, [doubletree.hilton.com](http://doubletree.hilton.com)

#### Hampton Inn and Suites

888-271-4656, [hamptonmilwaukee.com](http://hamptonmilwaukee.com)

#### Hilton Milwaukee City Center

414-271-7250, [hilton.com](http://hilton.com)

#### Hyatt Regency Milwaukee

888-421-1442, [milwaukee.hyatt.com](http://milwaukee.hyatt.com)

#### InterContinental Milwaukee

414-276-8686, [intercontinentalmilwaukee.com](http://intercontinentalmilwaukee.com)

#### Ramada City Centre

414-272-8410, [ramadacitycentre.com](http://ramadacitycentre.com)

Visit the Convention website ([wasb.org/convention](http://wasb.org/convention)) for details about reservation blocks — including pricing requirements, reference codes, and direct links.

## Tuesday Pre-Convention Workshops

1 – 5 PM | Hyatt Regency Milwaukee, Pre-registration required

### ● The Secret to School Board Member Success

Dr. David Lee, author of three books, including *The Motivating Administrator*, will focus on the skills and strategies that all board members must master to be effective. His groundbreaking research linking school board behavior to student achievement will be discussed in detail. This research reveals that it does matter how board members act at their meetings. Behaviors will be discussed that have a positive and a negative impact on the success of the school district.

**Dr. David Lee** is associate professor of educational leadership at the University of Southern Mississippi. He has served as a teacher, principal, superintendent of schools, deputy state superintendent of education for the State of Louisiana, college professor, and local school board member.



Dr. David Lee

### ● Leading for Learning in the Digital Age

Hosted by the National School Boards Association's Technology Leadership Network, this interactive session will highlight critical issues district leaders and board members must address to ensure their technology investments are maximized. Learn the right questions to ask about technical readiness; why the expanded use of digital resources is so critical for this generation of students; and how technology can facilitate a personalized learning experience for each child. The team of presenters will get you up-to-speed on today's most pressing technology issues and offer stories of the struggles and successes experienced by tech-savvy districts.

The **National School Boards Association (NSBA)**, with more than 25 years' experience through its Technology Leadership Network (TLN), is recognized as the leading voice among mainstream education associations for its sustained commitment to education technology innovation. See more at: <http://bit.ly/nsba-technology>.

### ● School Boards' Legal and Financial Roles and Responsibilities

The first half of this workshop will provide an overview of the key areas of Wisconsin law, including open meetings, public records, conflicts of interest, liability and risk management, and a board's power and duties. The second half will focus on the school board's financial roles and responsibilities including relevant statutes, the importance and purpose of fiscal policy, and advocating for taxpayer and student funding fairness in Wisconsin's system of school finance. Attendees are encouraged to ask questions. The presenters include WASB's two most experienced attorneys along with a highly respected WASB consultant who has years of experience working with school district finances.

Wisconsin Association of School Boards

### ● School Finance Puzzle

Presenters will use a hands-on approach to take the confusion out of school finance. Gain a conceptual understanding of the major components of the Wisconsin school finance system including revenue limits, equalization aid, property taxes and referendums. Learn how these components interrelate and how they impact board decision-making. Leave the workshop with increased confidence in discussing school finance concepts and use this knowledge to help foster an environment of trust in your community.

DPI School Finance Team and Practicing School Business Officials



### ■ Pre-Delegate Assembly Discussion

Tuesday, Jan. 20, 7-8 pm — 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. Parliamentary procedure for delegate assemblies will be reviewed.



## Wednesday General Session

10 AM – Noon | Wisconsin Center

## ■ Kevin Honeycutt keynote speaker

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

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

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

leaders around the world for their commitment and innovation.

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

Kevin will draw you in with his personal story, and provide **cutting-edge observations** about the state of education and **how we can improve it**.

## ● ● ● GENERAL SESSION HIGHLIGHTS ●

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



Kristine Gilmore



Tony Evers

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

State Superintendent **Tony Evers** will share his vision for public education in Wisconsin.

**Presentations will include:** Superintendent of the Year, Business Official of the Year, Teachers of the Year, Principals of the Year and the Wisconsin Student Art Award.

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

## F E A T U R E D S E S S I O N

■ **Visionary Leadership**

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

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

■ **NETWORKING RECEPTION**

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

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

## WEDNESDAY Break-out Sessions

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

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

*La Crosse School District*

### ● Impact of Voucher/Charters on Wisconsin Public Schools

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

*Racine Unified School District*

### ● Telepresence – An Alternative Classroom Environment Solution for Rural Schools

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

*Albany, Juda and Monticello School Districts*

### ● Legal and Policy Considerations for Responding to Public Records Requests

Learn the basics of Wisconsin's public records law with a special emphasis on responding to requests for information contained in employee personnel files, including records that are being maintained in response to an investigation into

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

*WASB*

### ● SAA Legislative Update

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

*School Administrators Alliance*

### ● Have You Had Your Vision Checked Lately?

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

*BrightBytes*

### ● Engaging Students with Authentic Community STEM Experiences

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

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

*Kettle Moraine School District*

### ● All Aboard! How to Get Your Board on Board

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

## Complimentary Morning REFRESHMENTS

A light complimentary breakfast will be available to all convention attendees in the **Exhibit Hall** from 9-10 am on Wednesday, Jan. 21.

*Sponsored by Nexus Solutions and Security Health Plan.*

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

*CG Schmidt, Inc.*

### ● Economics for School Board Members

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

## Administrative Assistants Complimentary Registration

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

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

*Lakeland College*

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

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

*Edgerton School District*

#### ● **How Lockdown Failed Sandy Hook**

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

*SafePlans*

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

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

*Baird Public Finance*

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

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

*Hoffman Planning, Design & Construction, Inc.*

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

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

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

## Convention / Delegate ORIENTATION

**Are you new to the convention or serving as a first-time delegate at the WASB Delegate Assembly?**

Attend a special session on Wednesday, Jan. 21 at 8 am in Ballroom AB of the Wisconsin Center to learn everything you need to know to get the most out of your convention experience.

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

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

*Pewaukee School District*

#### ● **Strategic Planning – Compensation and Benefits**

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

## ■ 2015 WASB Delegate Assembly | Wednesday, January 21, 1:30 pm — Wisconsin Center

**This is your school board's opportunity** to vote on the policies that will guide the association's legislative agenda. Make sure your school board's voice is heard at the WASB Delegate Assembly. Delegates will meet in Ballroom AB of the Wisconsin Center at 1:30 pm on Wednesday, Jan. 21.

Before heading to the convention, each school board should be certain that its delegate and alternate understands the board's position on the resolutions and is prepared to vote accordingly. Decisions reached by the Delegate Assembly will help set the statewide agenda

for education in the coming years.

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

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



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

*Associated Financial Group*

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

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

*CESA 6*

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

Learn how the Northern Ozaukee

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

*Northern Ozaukee School District*

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

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

*Prescott School District*

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

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

*Hortonville School District*

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

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

*River Falls School District*



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[parentlink.com/apptivate](http://parentlink.com/apptivate).



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

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

CESA 6

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

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

Department of Public Instruction

### ● Community and Family Engagement

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

*ParentLink, Chippewa Falls and Fall Creek School Districts*

### ● ACA Compliant Employee Benefit Planning Techniques

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

*Employee Benefits Corporation*

### ● Risk Management Plan Development

Successful risk management programs

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

*Risk Management Strategies, LLC*

### ● Engaging the Community Around School Finance

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

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

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

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

*Elmbrook School District*

### ● RtI? Easy as PIE!

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

*Barneveld School District*

## Who's watching the size of your fund balance?



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### ● **The Key Work of School Boards**

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

WASB

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

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

Baraboo School District

### ● **Healthy Students are Better Learners**

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

Department of Public Instruction

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

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

BoardDocs

### ● **Fund 80 Emergency Rules**

Recent changes in state law regarding school district community

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

Department of Public Instruction

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

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

Waukesha School District

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

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

VJS Construction Services

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

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

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## Thursday General Session

3 – 5 PM | Wisconsin Center

## ■ Richard Gerver keynote speaker



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

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

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

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

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

## ● ● ● GENERAL SESSION HIGHLIGHTS ●

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



Mike Blecha

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

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

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

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

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

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

## FEATURED WORKSHOP

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

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



David Carlson



Peter Ross

**David Carlson**, WASB consultant, former school district administrator, retired director of the School Financial Services Team at the Department of Public Instruction; **Peter Ross**, district administrator, Seymour Community School District.

## THURSDAY Break-out Sessions

### ● Launching K-5 Learners into STEM

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

*Kenosha Unified School District*

### ● Labor, Employment and School Law Update

New laws, administrative rule-making and court decisions create an ever-evolving legal landscape in which school boards and administrations must operate. Employee handbooks and policies must be constantly updated to keep pace with changing laws. This session will cover the latest developments in employment and school law, providing up-to-date guidance on the rules governing handbook and board policy development.

*WASB*

### ● School District Budget Cycle

The school district budget's primary purpose is to translate the district's strategic initiatives into programs and services that support student learning. Referencing the WASB/WASBO Budget Cycle Handbook, this presentation will discuss revenue sources and limits, budget planning and development, reconciliation and approval, budget management and reporting.

*WASB*

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

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

*Associated Financial Group*

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

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

*WASB*

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

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

*Elkhorn Area School District*

### ● Building Business Engagement with Your School

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

*Port Edwards School District*

### ● Communication and Engagement Strategy for Bond Initiatives

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

## MEAL & NETWORKING PROGRAMS

### ■ WASB Breakfast Program

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

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



*Neil Willenson*

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

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

### ■ WASDA Luncheon

*Thursday, Jan. 23, Noon – 1:15 pm*

*Pre-registration required, \$38*

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

### ■ WASBO Luncheon

*Thursday, Jan. 23, Noon – 1:15 pm*

*Pre-registration required, \$38*

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

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

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

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

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

*Janesville School District*

#### ● **Leadership Transition and the Superintendent Search**

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

*WASB*

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

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

*Plunkett Raysich Architects, LLP*

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

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

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

*Port Washington-Saukville School District*

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

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

*DeForest Area School District*

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

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

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

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

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

*Department of Public Instruction*

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

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

## 2015 Spouse EXCURSION

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

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

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

*Department of Public Instruction*

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

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

*WASB*

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

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

*Wisconsin Health & Physical Education*

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

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



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

*Verona Area School District*

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

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

*Baird Public Finance*

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

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

*WASB*

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

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

*Fort Atkinson School District*

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

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

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

*CESA 6*

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

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

*River Ridge School District*

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

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

*Project Lead the Way*

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

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

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

*UW-Madison Value-Added Research Center*

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

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

*Arthur J. Gallagher & Co.*

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

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

*Panel of Wisconsin transportation directors*

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

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

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

*Hoffman Planning, Design & Construction, Inc.*

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

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

*M3 Insurance*

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

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

*CESA 10*

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

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

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

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

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

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

*Chippewa Falls School District*

#### ● **Revenue Limits**

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

*Department of Public Instruction*

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

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

*Wisconsin School Music Association*

#### ● **Open Session on School Law Issues**

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

*WASB*

#### ● **Understanding State Equalization Aid**

State equalization aid makes up one of two major pieces of school funding in Wisconsin. State equalization aid is

calculated based on a district's spending, property tax base, and number of resident students. Presenters will discuss the computation and review the variables and factors influencing each district's share of equalization aid.

*Department of Public Instruction*

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

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

*Menominee Falls School District*

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

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

*WASB*

#### ● **Alternatives to Exclusionary Discipline**

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

### EDUCATION TOUR

#### ■ **Language Immersion at MPS**

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

**Milwaukee Public Schools** offers outstanding language immersion programs for students from K4 through grade 12 at four schools. Students learn to read, write and speak fluently in English as well as French, German or Spanish.

"Not only does second language acquisition provide students with higher scores on standardized tests in reading, language arts and math, immersion education prompts cognitive development in mental flexibility, creativity, divergent reasoning and higher-order thinking skills." Take a tour of MPS schools to learn more about their successful program. Visit [wasb.org/convention](http://wasb.org/convention) for detailed information.



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

*Department of Public Instruction*

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

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

*Department of Public Instruction*

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

The Wausau School District will share their findings and perspectives

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

*Wausau School District*

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

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

*WEA Trust*

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

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

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

*Wisconsin Council of Administrators of Special Services*

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

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

*WASB*

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

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

*Johnson Controls*

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## Friday General Session

10:30am – 12:15pm | Hilton Milwaukee City Center

## ■ Rosalind Wiseman keynote speaker



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

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

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

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

## FRIDAY Break-out Sessions

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

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

*Greenfield School District*

● **Listen to Your Employees to Learn**

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

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

*Pewaukee School District*

● **A Look At School Board Unity**

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

*Stockbridge School District*

● **21st Century Governance for 21st Century Schools**

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

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

*Howard-Suamico School District*

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

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

*Port Washington-Saukville School District*

## FEATURED SESSION

### WASB Legislative Update

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

WASB

## GENERAL SESSION HIGHLIGHTS

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

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

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



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

## FRIDAY Break-out Sessions *[continued]*

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

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

Franklin School District

### Community Engagement: Moving Away from the Traditional

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

DeForest Area School District

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

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

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

*Brown Deer School District*

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

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

*Columbus School District*

### Innovative Compensation for Teaching Staff

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

*Elmbrook School District*

### Passing a Referendum

The Parkview School District passed a

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

*Parkview School District*

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

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

*Green Bay Area Public School District*

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

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

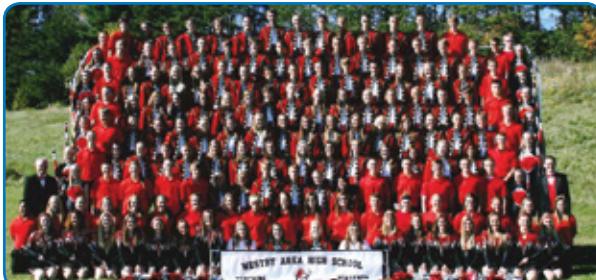
*Verona Area School District*

# A Tradition of **Celebrating Our Students**

It has become a proud tradition at the State Education Convention to feature the talents of our state's students. This year is no different. From student music groups to artwork, convention attendees can see the good work of our students on display.

### STUDENT MUSIC PERFORMANCES

Performances presented in partnership with the Wisconsin School Music Association and the WASBO Foundation.



**WEDNESDAY | Jan. 21, General Session**

**Westby Area High School Concert Band**

Monte Dunnum, Director, Westby Area School District



**THURSDAY | Jan. 22, General Session**

**Cedarburg High School Jazz Ensemble**

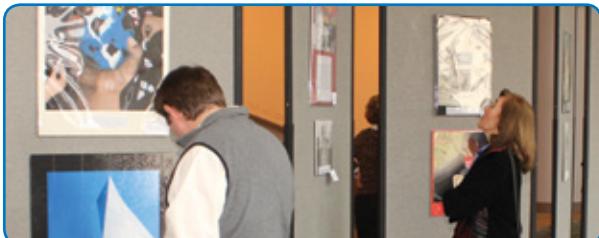
Clayton Wachholz, Director, Cedarburg School District



**FRIDAY | Jan. 23, General Session**

**Out to Lunch** Phillip Stiemke, Director,  
Prairie du Chien School District

### STUDENT ART CONTEST



**View Award-Winning Student Art.** 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 will be displayed at the 2015 State Education Convention.**

### STUDENT CONVENTION VIDEO TEAM



**BACK THIS YEAR!** We are seeking a team of students to capture the 2015 State Education 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 2015 State Education Convention.

For more information, visit [wasb.org/convention](http://wasb.org/convention). Select "Request for Proposals" and then "Convention Student Video."

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*cake* & eat it, too...  
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~~**Employee Assistance**~~  
**"Achievement"**  
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# 2015 CONVENTION SCHEDULE

## TUESDAY | JANUARY 20

- 8 am - 5 pm **REGISTRATION** Wisconsin Center  
(Note: Pre-Convention Workshop attendees register at the Hyatt Regency Milwaukee.)
- Noon - 1 pm **PRE-CONVENTION WORKSHOPS**  
**REGISTRATION** Hyatt Regency Milwaukee
- 1 - 5 pm **CONVENTION BOOKSTORE** Wisconsin Center
- 1 - 5 pm **NEW TIME! PRE-CONVENTION WORKSHOPS**  
Hyatt Regency Milwaukee
- 7 - 8 pm **PRE-DELEGATE ASSEMBLY DISCUSSION**  
Hilton Milwaukee City Center

## WEDNESDAY | JANUARY 21

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

- 8 am - 5 pm **REGISTRATION; WASB BOOKSTORE**
- 8 - 9 am **BREAK-OUT SESSIONS**  
*Including CONVENTION/DELEGATE ORIENTATION*
- 9 - 10 am Visit the **EXHIBIT HALL**  
**MORNING REFRESHMENTS** in the Exhibit Hall  
*Kick-off the convention with morning refreshments sponsored by Nexus Solutions and Security Health Plan.*
- 9 am - 4:30 pm **EXHIBIT SHOW; CAFETERIA; INTERNET CAFÉ; PHOTO BOOTH**
- 10 am - Noon **GENERAL SESSION**  
**Kevin Honeycutt**, keynote speaker  
State Superintendent Tony Evers, speaker  
Westby Area High School Concert Band, music showcase

**AWARD PRESENTATIONS** Educators and administrators of the year; Wisconsin Student Art Award

- Noon - 1:30 pm **LUNCH** / Visit the **EXHIBIT HALL**
- 1:30 pm **DELEGATE ASSEMBLY**
- 1:30 - 2:30 pm **BREAK-OUT SESSIONS**
- 2:30 - 3:30 pm **NEW TIME!** Visit the **EXHIBIT HALL**
- 3:30 - 4:30 pm **BREAK-OUT SESSIONS**
- 4:30 - 5:30 pm **NEW TIME! NETWORKING RECEPTION**  
Hilton Milwaukee City Center, sponsored by Forecast5 Analytics, Network Health, and BoardDocs

## THURSDAY | JANUARY 22

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

- 7 - 8:30 am **WASB BREAKFAST**  
Hilton Milwaukee City Center **Neil Willenson**, speaker
- 8 am - 3:00 pm **REGISTRATION; WASB BOOKSTORE**
- 8:45 - 9:45 am **BREAK-OUT SESSIONS**
- 9 - 11:30 am **SCHOOL TOUR** (May be subject to change)
- 9 am - 2 pm **EXHIBIT SHOW; CAFETERIA; INTERNET CAFÉ; PHOTO BOOTH**
- 9:45 - 10:45 pm **NEW TIME!** Visit the **EXHIBIT HALL**
- 10:30 am - 2 pm **SPOUSE EXCURSION**  
(May be subject to change)
- 10:45 - 11:45 am **NEW TIME! BREAK-OUT SESSIONS**
- 11:15 am - 1:45 pm **LUNCH** / Visit the **EXHIBIT HALL**
- Noon - 1:15 pm **WASDA LUNCHEON; WASBO LUNCHEON** Hilton Milwaukee City Center
- 1:45 - 2:45 pm **BREAK-OUT SESSIONS**
- 3 - 5 pm **GENERAL SESSION**  
**Richard Gerver**, keynote speaker  
WASB President Mike Blecha, speaker  
NSBA President Anne Byrne, speaker  
Cedarburg High School Jazz Ensemble, music showcase  
**School Board Service Awards**

## FRIDAY | JANUARY 23

All Friday events take place at the Hilton Milwaukee City Center.

- 8 - 9 am **BREAK-OUT SESSIONS**
- 9:15 - 10:15 am **BREAK-OUT SESSIONS**
- 10:30 am - 12:15 pm **GENERAL SESSION**  
**Rosalind Wiseman**, keynote speaker  
Wisconsin Governor (invited)  
Out to Lunch, Prairie du Chien High School, music showcase

**ONLINE REGISTRATION OPENS NOV. 1: SAVE TIME** by registering online at [wasb.org/convention](http://wasb.org/convention)

# REGISTRATION FORM



## CONVENTION 2015

Wisconsin State Education Convention

January 21-23, 2015 • Wisconsin Center • Milwaukee, WI

**REGISTER ONLINE!** [wasb.org/convention](http://wasb.org/convention)

Exhibitors receive a contact list of all attendees.

**Check here to opt-out.**

**FULL NAME**

**SCHOOL DISTRICT**

**FIRST NAME FOR BADGE**

**ADDRESS**

**Your Title for Badge** PLEASE CHECK ONLY ONE

<input type="checkbox"/> Administrator	<input type="checkbox"/> Business Official	<input type="checkbox"/> Superintendent
<input type="checkbox"/> Administrative Asst.	<input type="checkbox"/> CESA Administrator	<input type="checkbox"/> Teacher
<input type="checkbox"/> Board Member	<input type="checkbox"/> Principal	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Buildings/Grounds _____		

**CITY / STATE / ZIP**

**Vegetarian Meals** (if selecting a meal)

Vegetarian meals requested for (name): \_\_\_\_\_

**TELEPHONE**

**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):  
\_\_\_\_\_  
\_\_\_\_\_

**EMAIL ADDRESS**

**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 - **Friday, Dec. 12, 2014**  
REGULAR - **Friday, Jan. 2, 2015**  
Meal Reservation Deadline - **Jan. 2, 2015**

**CANCELLATIONS**

No refunds will be given unless cancellation is received by **5 pm, Friday, Jan. 2, 2015**

**GENERAL REGISTRATION**

# PEOPLE	FEES	TOTAL
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**EARLY BIRD Discounted Fee**

WITH FULL PAYMENT ONLY

Must be received BY Dec. 12, 2014 \_\_\_\_\_ × \$190 = \$ \_\_\_\_\_

**REGULAR Fee**

Payments received AFTER Dec. 12, 2014 \_\_\_\_\_ × \$215 = \$ \_\_\_\_\_

**SPECIAL EVENTS**

PRE-CONVENTION WORKSHOPS, **TUESDAY, JAN. 20**

**WORKSHOP:** School Boards' Legal and Financial Roles and Responsibilities \_\_\_\_\_ × \$60 = \$ \_\_\_\_\_

**WORKSHOP:** The Secret to School Board Member Success \_\_\_\_\_ × \$60 = \$ \_\_\_\_\_

**WORKSHOP:** Leading for Learning in the Digital Age \_\_\_\_\_ × \$60 = \$ \_\_\_\_\_

**WORKSHOP:** School Finance Puzzle \_\_\_\_\_ × \$60 = \$ \_\_\_\_\_

**CONVENTION TOUR, THURSDAY, JAN. 22**

School Tour \_\_\_\_\_ × \$5 = \$ \_\_\_\_\_

**SPOUSE EXCURSION, THURSDAY, JAN. 22**

Brew City Tour \_\_\_\_\_ × \$55 = \$ \_\_\_\_\_

**MEAL FUNCTIONS**

**WASB BREAKFAST**

7 am, Thursday, Jan. 22

\_\_\_\_\_ × \$36 = \$ \_\_\_\_\_

**WASDA LUNCHEON**

Noon, Thursday, Jan. 22

\_\_\_\_\_ × \$38 = \$ \_\_\_\_\_

**WASBO LUNCHEON**

Noon, Thursday, Jan. 22

\_\_\_\_\_ × \$38 = \$ \_\_\_\_\_

General Registration, Special Events, Meals **GRAND TOTAL \$**

**METHOD OF PAYMENT**

**CHECK FOR \$** \_\_\_\_\_ enclosed, payable to WASB.

**BILL THE DISTRICT** using P.O. # \_\_\_\_\_

**CREDIT CARD:**  MASTERCARD  VISA  DISCOVER  AM EX

**CREDIT CARD NUMBER**

**EXP. DATE**

**SUBMITTED BY**

**VERIFICATION CODE**

**SIGNATURE**

**DATE**

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

# Creative Solutions, Innovative Products and Much More

Hundreds of businesses and organizations that are focused on providing products, services, and support to public schools will be participating in the 2015 State Education Convention Exhibit Hall. Attendees will have the opportunity to interact with experienced school partners and learn about innovative, new products and services available to schools.



## • • • • • Look for these Exhibit Hall attractions: • • • • •

### **■ Morning Refreshments in the Exhibit Hall**

Juices, coffee, and a selection of breakfast foods will be available in the Exhibit Hall on Wednesday morning (Jan. 21), from 9-10 am. *Sponsored by Nexus Solutions and Security Health Plan.*

### **■ Cafeteria**

The Exhibit Hall features a cafeteria with a full menu of lunch and snack items. Grab lunch or a snack without having to leave the action in the Wisconsin Center.

### **■ Marketplace**

The Exhibit Hall Marketplace brings in favorite vendors and businesses selling a variety of quality products including books, accessories, and more.

### **■ Internet Café**

Computers with Internet access are available in the Internet Café. *Sponsored by Vanguard Computers.*

### **■ Photo Booth**

The WASB Photo Booth has become a favorite tradition of attendees over the years. Stop by and get your photo taken with your colleagues for free. Capture your memories from the 2015 convention.

### **■ WASB Commons**

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

### **■ School Fair**

Hear about innovative programs from educators and students. These special booths allow for hands-on experiences and show how districts are bringing learning to life.

### **■ Scavenger Hunt**

The Exhibit Hall Scavenger Hunt is a fun way to explore the Exhibit Hall and earn some prizes along the way! Attendees will be supplied with a playing card that will lead you to different vendors around the Exhibit Hall. Any participant who fills out their card will be eligible to enter a drawing for an array of products and services from the WASB. Watch for more information at the 2015 State Education Convention.

### **■ 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 utilize 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. 21**

9 – 10 am (morning refreshments available)  
Noon – 1:30 pm; 2:30 – 3:30 pm

#### **► THURSDAY, JAN. 22**

9:45 – 10:45 am  
11:45 am – 1:45 pm



# EXHIBITORS

**NOTE:** This is a complete listing of Exhibitors as of press time. Visit [wasb.org/convention](http://wasb.org/convention) for an updated listing of exhibitors, or reference the 2015 State Education Convention Guide. ★ WASB Service Associate ♦ 2015 Convention Sponsor

<b>Accounting and Consulting</b> <ul style="list-style-type: none"> <li>♦ Baird Public Finance</li> <li>CenterPoint Energy</li> <li>Hawkins, Ash, Baptie &amp; Company, LLP</li> <li>Shared Purchasing Solutions</li> <li>★ Springsted Incorporated</li> <li>Wegner CPAs</li> </ul>	<b>Associations, Non-Profits and Government</b> <ul style="list-style-type: none"> <li>Associated Builders &amp; Contractors of Wis.</li> <li>Association for Equity in Funding</li> <li>Career and Technical Education Associations</li> <li>CESA #2</li> <li>CESA Regional Computer Centers</li> <li>Junior Achievement of WI</li> <li>National Archery in the Schools Program - DNR Service Center</li> <li>National School Boards Association</li> <li>North Central Terrazzo Association</li> <li>Operation Military Kids</li> <li>School Nutrition Association of Wis.           <ul style="list-style-type: none"> <li>♦ WEA Trust</li> </ul> </li> <li>WEA Trust Member Benefits</li> <li>WI CoCoRaHS Rain Gauge Network</li> <li>Wis. 529 College Savings Program</li> <li>Wis. Assn. For Language Teachers</li> <li>♦ Wis. Association of School Boards</li> <li>♦ Wis. Association of School Business Officials</li> <li>Wis. Assn. of School Councils, Inc</li> <li>♦ Wis. Association of School District Administrators</li> <li>Wis. Association of School Nurses</li> <li>Wis. Association of School Personnel Administrators</li> <li>Wis. Center for Music Education</li> <li>Wis. Department of Public Instruction</li> <li>Wis. Department of Public Instruction - School Nutrition Team</li> <li>Wis. Innovative Schools Network</li> <li>Wis. Interscholastic Athletics Assn.</li> <li>Wis. Propane Education and Research Council</li> <li>Wis. PTA</li> <li>Wis. Rural Schools Alliance</li> <li>Wis. School Public Relations Assn.</li> <li>Wis. School Safety Coordinators Assn.</li> </ul>	<b>Bleachers &amp; Auditorium Seating</b> <ul style="list-style-type: none"> <li>B.R. Bleachers</li> <li>Cosney Corporation</li> <li>E.T.Paddock Enterprises, INC</li> <li>Gerber Leisure Products</li> <li>Goodson Co., The</li> <li>Gym Boys LLC</li> <li>Haldeman Homme Inc</li> <li>J W Industries, Inc.</li> <li>Marshfield Book &amp; Stationery, Inc.</li> <li>Miller &amp; Associates-Sauk Prairie, Inc.</li> <li>Park &amp; Recreation Products, Inc.</li> <li>Schmidt Custom Floors</li> </ul>	<b>Market &amp; Johnson, Inc.</b> <ul style="list-style-type: none"> <li>Miron Construction Co., Inc.</li> <li>Moore Construction Services, LLC</li> <li>PMA Financial Network, Inc.</li> <li>Rettler Corporation</li> <li>Scherer Construction Company, Inc.</li> <li>Spancrete</li> <li>The American Deposit Management Co.</li> <li>The Peter Scherer Group</li> <li>Universal Restoration Services</li> <li>★ VJS Construction Services</li> </ul>
<b>Acoustical Products &amp; Services</b> <ul style="list-style-type: none"> <li>LightSPEED Technologies, Inc.</li> </ul>	<b>Books/Publishers</b> <ul style="list-style-type: none"> <li>Books4school (interstate)</li> <li>Houghton Mifflin Harcourt</li> <li>Read Naturally, Inc.</li> <li>Scholastic Education</li> </ul>	<b>Building Information Services and Restoration</b> <ul style="list-style-type: none"> <li>★ J.H. Findorff &amp; Son, Inc.</li> <li>NEOLA, Inc.</li> <li>Universal Restoration Services</li> </ul>	<b>Curricular Materials &amp; Resources</b> <ul style="list-style-type: none"> <li>AAA Driver Training</li> <li>ACT</li> <li>All Covered Education</li> <li>BYU Independent Study</li> <li>Carnegie Learning Inc.</li> <li>CESA Statewide Network</li> <li>Department of Financial Institutions, Office of Financial Literacy</li> <li>Discover Mediaworks</li> <li>Education2020</li> <li>Harley-Davidson Museum</li> <li>Imagine Learning</li> <li>Learning Exchange</li> <li>My Safe Schools</li> <li>ODYSSEYWARE</li> <li>Project Lead the Way</li> <li>Read Naturally, Inc.</li> <li>School Software Group</li> <li>School Specialty</li> <li>WI Center for Environmental Education</li> <li>Wis. eSchool Network</li> </ul>
<b>Actuarial Services</b> <ul style="list-style-type: none"> <li>★ Key Benefit Concepts, LLC</li> </ul>	<b>Business Services</b> <ul style="list-style-type: none"> <li>Avon</li> <li>Cella's Jewelry</li> <li>Connie Mills Accessories</li> <li>Hawkins, Ash, Baptie &amp; Company, LLP</li> <li>★ Key Benefit Concepts, LLC</li> <li>timecentre inc</li> </ul>	<b>Casework, Lab Equipment and Hardware</b> <ul style="list-style-type: none"> <li>CONTRAX FURNISHINGS</li> <li>Cosney Corporation</li> <li>Goodson Co., The</li> <li>Lance Service, Inc.</li> <li>Marshfield Book &amp; Stationery, Inc.</li> </ul>	<b>Distance Learning, Interactive TV and Satellite</b> <ul style="list-style-type: none"> <li>BYU Independent Study</li> <li>Core BTS</li> <li>Wis. eSchool Network</li> <li>Wis. Virtual School/CESA #9</li> </ul>
<b>Administrative Software and Integration Tools</b> <ul style="list-style-type: none"> <li>Aesop - Frontline Technologies, Inc.</li> <li>BoardBook</li> <li>CESA Regional Computer Centers</li> <li>IDville</li> <li>Infinite Campus</li> <li>K-12 Evaluation Solutions</li> <li>Marcia Brenner Associates, LLC</li> <li>My Safe Schools</li> <li>OASYS, LLC</li> <li>★ Skyward, Inc.</li> <li>SOCS</li> <li>Wis. Department of Public Instruction - School Nutrition Team</li> </ul>	<b>Communication Systems</b> <ul style="list-style-type: none"> <li>Arrow Audio Inc</li> <li>Baycom Inc.</li> <li>SOCS</li> <li>Solarus</li> </ul>	<b>Communication: Equipment and Systems Design</b> <ul style="list-style-type: none"> <li>Arrow Audio Inc           <ul style="list-style-type: none"> <li>♦ Vanguard Computers, Inc.</li> </ul> </li> <li>Computer Equipment</li> <li>Heartland Business Systems</li> <li>Office Depot</li> <li>♦ Vanguard Computers, Inc.</li> </ul>	<b>Doors, Frames and Partitions</b> <ul style="list-style-type: none"> <li>Donald A. Loss Associates, Inc.</li> <li>Ingersoll Rand Security Technologies</li> <li>W.L. Hall Company</li> </ul>
<b>After-School and Summer Programming for</b> <ul style="list-style-type: none"> <li>AAA Driver Training</li> <li>Champions</li> <li>Department of Financial Institutions, Office of Financial Literacy</li> <li>Harley-Davidson Museum</li> <li>Junior Achievement of WI</li> </ul>	<b>Athletic / Sporting Equipment</b> <ul style="list-style-type: none"> <li>Anderson Ladd</li> <li>Gerber Leisure Products</li> <li>J W Industries, Inc.</li> <li>Lee Recreation, LLC</li> <li>Miller &amp; Associates-Sauk Prairie, Inc.</li> <li>Musco Sports Lighting</li> <li>Park &amp; Recreation Products, Inc.</li> <li>Sports Graphics</li> <li>Team REIL Inc.</li> <li>The Goodson Co.</li> </ul>	<b>Construction Management</b> <ul style="list-style-type: none"> <li>Associated Builders &amp; Contractors of Wis.</li> <li>C G Schmidt, Inc</li> <li>C.D. Smith Construction, Inc.</li> <li>Custofoam Corporation</li> <li>GreenAssociates, Inc.</li> <li>Hellas Sports Construction</li> <li>★ Hoffman Planning, Design &amp; Construction, Inc</li> <li>ICS Consulting, Inc.</li> <li>★ J.H. Findorff &amp; Son, Inc.</li> <li>★ J.P. Cullen &amp; Sons, Inc.</li> <li>Kapur and Associates, Inc.</li> <li>Kraemer Brothers, LLC</li> <li>Kraus-Anderson Construction Co.</li> </ul>	<b>Education Research</b> <ul style="list-style-type: none"> <li>ACT</li> <li>Nasco</li> <li>National Louis University</li> </ul>
<b>Architecture and Engineering</b> <ul style="list-style-type: none"> <li>Abacus Architects, Inc.</li> <li>Architects Group Limited</li> <li>Architectural Design Group</li> <li>ATS&amp;R Planners/Architects/Engineers</li> <li>★ Bray Associates Architects, Inc.</li> <li>Custofoam Corporation</li> <li>★ DLR Group</li> <li>Eppstein Uhen Architects, Inc.</li> <li>GreenAssociates, Inc.</li> <li>★ Hoffman Planning, Design &amp; Construction, Inc</li> <li>HSR Associates, Inc.</li> <li>Ingersoll Rand Security Technologies</li> <li>JSD Professional Services</li> <li>Kapur and Associates, Inc.</li> <li>LHB, Inc.</li> <li>McKinstry</li> <li>MEP Associates, LLC</li> <li>★ Plunkett Raysich Architects, LLP</li> <li>PMA Financial Network, Inc.</li> <li>Rettler Corporation</li> <li>SDS Architects, Inc</li> <li>Short Elliott Hendrickson, Inc</li> <li>Somerville Architects &amp; Engineers</li> <li>TSP Architects &amp; Engineers</li> <li>Zimmerman Architectural Studios, Inc.</li> </ul>	<b>Athletic / Sports Surfacing</b> <ul style="list-style-type: none"> <li>Athletic Field Services, Inc.</li> <li>Baseman Floors, Inc.</li> <li>Fisher Tracks, Inc.</li> <li>Hellas Sports Construction</li> <li>Kiefer Specialty Flooring</li> <li>Schmidt Custom Floors</li> </ul>	<b>Communication: Equipment and Systems Design</b> <ul style="list-style-type: none"> <li>Arrow Audio Inc           <ul style="list-style-type: none"> <li>♦ Vanguard Computers, Inc.</li> </ul> </li> <li>Computer Equipment</li> <li>Heartland Business Systems</li> <li>Office Depot</li> <li>♦ Vanguard Computers, Inc.</li> </ul>	<b>Educational Enrichment Programs</b> <ul style="list-style-type: none"> <li>All Covered Education</li> <li>CESA 7 Services</li> <li>Champions</li> <li>Dream Flight USA</li> <li>Education2020</li> <li>Gang Resistance Education and Training (G.R.E.A.T.)</li> <li>H &amp; H Energy Management</li> <li>Harley-Davidson Museum</li> <li>Houghton Mifflin Harcourt</li> <li>Imagine Learning</li> <li>Junior Achievement of WI</li> <li>LUMENS INTEGRATION, INC.</li> <li>Milwaukee Public Museum</li> <li>Nasco</li> <li>National Archery in the Schools Program - DNR Service Center</li> <li>Scholastic Education</li> <li>Tierney Brothers, Inc.</li> <li>Viterbo University</li> <li>Wis. Assn. For Language Teachers</li> </ul>
<b>Asphalt Products, Tennis Courts, Track</b> <ul style="list-style-type: none"> <li>Asphalt Contractors, Inc.</li> <li>Athletic Field Services, Inc.</li> <li>Fisher Tracks, Inc.</li> </ul>	<b>Audio, Video, Multimedia Equipment and</b> <ul style="list-style-type: none"> <li>Arrow Audio Inc</li> <li>Discover Mediaworks</li> <li>LightSPEED Technologies, Inc.</li> <li>LUMENS INTEGRATION, INC.</li> <li>Spectrum Industries, Inc.</li> </ul>	<b>Awards &amp; Recognition Programs</b> <ul style="list-style-type: none"> <li>Cawley Digital ID</li> </ul>	<b>November 2014   25</b>

Wis. Health & Physical Education, Inc.  
Wis. PTA

#### Educational Management and Consulting

CESA #5  
CESA #6  
Houghton Mifflin Harcourt  
National Louis University  
OASYS, LLC  
STI  
Voorhees Associates, LLC  
Wis. Innovative Schools Network  
Employee Relations and Bargaining Services  
BeneCo of Wis., Inc.  
Gonzalez Saggio & Harlan, LLP

#### Energy Service Companies

Ameresco Inc.  
C G Schmidt, Inc  
CenterPoint Energy  
CenterPoint Energy  
CESA #10  
CESA #3  
Complete Control, Inc.  
Focus on Energy  
General Energy Brokerage & Consulting, Inc.  
H & H Energy Management  
Johnson Controls  
McKinstry  
North American Mechanical, Inc.  
★ Seminole Energy Services  
Wis. Propane Education and Research Council

#### Environmental Health & Safety

Balestrieri Environmental &

Development, Inc.  
CESA #3  
Environmental Management Consulting, Inc.  
MacNeil Environmental, Inc.  
WI Center for Environmental Education

#### Facilities Design, Construction and Consulting

ATS&R Planners/Architects/Engineers  
Badgerland Commercial Roofing, Inc.  
★ Bray Associates Architects, Inc.  
C G Schmidt, Inc  
CESA #10  
★ DLR Group  
Eppstein Uhen Architects, Inc.  
Focus on Energy  
General Energy Brokerage & Consulting, Inc.  
GreenAssociates, Inc.  
Hellas Sports Construction  
HSR Associates, Inc.  
ICS Consulting, Inc.  
★ J.H. Findorff & Son, Inc.  
★ J.P. Cullen & Sons, Inc.  
Johnson Controls  
Kapur and Associates, Inc.  
Kraus-Anderson Construction Co.  
Kulp's of Stratford, LLC  
McKinstry  
MEP Associates, LLC  
Miron Construction Co., Inc.  
Point of Beginning, Inc.  
Scherrer Construction Company, Inc.  
Short Elliott Hendrickson, Inc  
Spancrete  
Taher, Inc.  
The Peter Scherrer Group

TSP Architects & Engineers  
★ VJS Construction Services

#### Facility Maintenance

ARAMARK Educational Services  
Asphalt Contractors, Inc.  
Badgerland Commercial Roofing, Inc.  
Balestrieri Environmental & Development, Inc.  
CESA #10  
CESA #3  
Complete Control, Inc.  
Dashir Management Services, Inc.  
Focus on Energy  
GCA Services Group, Inc.  
Gym Boys LLC  
★ Hoffman Planning, Design & Construction, Inc.  
Ingersoll Rand Security Technologies  
Johnson Controls  
Kraus-Anderson Construction Co.  
Kulp's of Stratford, LLC  
North American Mechanical, Inc.  
Professional Supply  
Scherrer Construction Company, Inc.  
timecentre inc  
W.L. Hall Company

#### Financial Services & Consulting

★ Associated Financial Group  
AXA Equitable  
◆ Baird Public Finance  
Ehlers & Associates, Inc.  
Genworth Financial  
Hutchinson, Shockey, Erley & Co.  
ING Financial Partners  
Regional Adjustment Bureau, Inc.  
★ Springsted Incorporated

State Trust Fund Loan Program  
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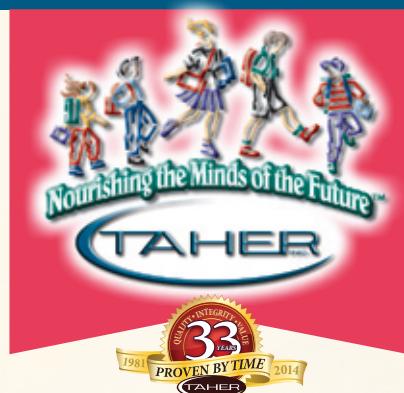
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# Gifts and Donations to the School District

School boards often receive gifts or donations of property from members of the public. Such gifts or donations may take various forms, including money, real estate, or equipment. School boards generally welcome such gifts, especially during times of tight and overburdened budgets, where funding for certain projects may not be possible by the school district. However, when receiving such gifts, it is important that school boards evaluate the nature and purpose of such gifts, including any conditions or restrictions that may be placed on them by the donors and carefully consider relevant legal and policy implications. This *Legal Comment* will discuss the legal basis for receiving, holding, and using gifts and donations to school districts, and it will provide suggestions and advice for school boards in considering and setting policy to address such offers of gifts and donations.<sup>1</sup>

## ■ Gifts and Grants Statute

Wisconsin Statute section 118.27 governs the acceptance, investment, and use of gifts and grants by school districts. In particular, this statute provides that a school board *may* receive, accept, and use gifts or grants of furniture, books, equipment, supplies, monies, securities, or other property, real or personal, used or useful for school research and educa-

tional purposes. Thus, the statute permits, but does not require, that a school board accept certain gifts or grants to the school district. Further, the statute requires that a school board evaluate whether any gift or grant will be “used or useful for school research and educational purposes.” In some instances, the board may choose not to accept such gifts or grants, particularly if the board does not believe that the gift will be used or useful for educational purposes.

To help evaluate whether to accept gifts or grants, some school boards provide specific criteria in board policy that the board must consider before accepting any gifts. For example, some policies state that the board must consider whether the gift has a purpose consistent with the needs or interests of the school, whether the gift imposes any undesirable costs upon the district, or whether the gift prevents the board from being able to properly discharge its duty to determine the district’s education program. Criteria are important considerations so that the board accepts or refuses gifts or grants using consistent factors.

In some instances, the donor or grantee may set forth specific conditions or directions associated with the gift or grant. Pursuant to Wis. Stat. s. 118.27, if the school board receives a gift or grant which is given subject to such conditions or direc-

tions, it must make use of it or invest it (in the case of monies) as the grantee or donor has specified. For example, if a resident donates money to the school district for the purpose of purchasing books for the school library, the school board (if it accepts this gift) is required to use the money as specified by the donor.

In the absence of any specific direction by a grantee or donor, Wis. Stat. s. 118.27 states that the school board may determine the appropriate use of the gift or grant or may invest the gift or grant in accordance with the law applicable to trust investments. Thus, for example, if a resident donates land to the school district without any specified direction as to its use, the school board would be able to determine the appropriate use of the land for the district. Or, as another example, if money is donated to the district with instructions that all income is to be applied annually to fund scholarships but without direction as to how the money is to be invested, the district may invest that money in accordance with the law applicable to trust investments.

In the absence of any specific direction by a grantee or donor, Wis. Stat. s. 118.27 also now permits a school board to, subject to certain limitations, transfer any such gift or grant to a “community foundation.” A “community foundation” is defined as a charitable organization (as described

**J**In some instances, the board may choose not to accept such gifts or grants, particularly if the board does not believe that the gift will be used or useful for educational purposes.

To view the November 2013 *Legal Comment*, “Legal and Ethical Standards Related to Attendance at the State Education Convention,” please visit: <http://bit.ly/legalcomment2013-11>

in section 501(c)(3) of the Internal Revenue Code and exempt from federal income tax under 501(a) of the Internal Revenue Code) dedicated to encouraging and assisting charitable activities and enterprises in a designated community in Wisconsin and having expertise in finance, fund development, and grantmaking.<sup>2</sup> This optional authority of a school board to transfer gifts and grants to a community foundation was established by state statute in 2012, so school boards should review any board policies formulated prior to this date to make sure that such policies do not restrict their ability to utilize this option.

Under this optional authority, a school board may transfer a gift or grant to a community foundation, but only if the school board and the community foundation agree, in writing and at the time of the transfer of the gift or grant, to certain conditions.<sup>3</sup> First, the community foundation must agree to make disbursements from the gift or grant to the school board upon the written request of the school board. Second, the school board's use of any such disbursement must be consistent (a) with the intent of the donor of the gift or grant and (b) with the agreement between the school board and the community foundation. Third, subject to the second condition above, the school board must retain control over the manner in which any such disbursement is used. Finally, the school board must exercise its rights over the use of each such disbursement in accordance with the law applicable to trust investments. While the use of community foundations may be beneficial to a school district or community in some instances, there are many steps that a district must take to stay consistent with the statute; therefore, the board may want to confer with legal counsel when considering such transfers.

### **Nondiscrimination**

Wisconsin Statute section 118.13 prohibits discrimination in certain instances within schools because of a

person's sex, race, religion, national origin, ancestry, creed, pregnancy, marital or parental status, sexual orientation, or physical, mental, emotional, or learning disability. In particular, Wis. Stat. s. 118.13 states in part that no person may be denied participation in, or be denied the benefits of, any school program or activity because of one of the protected categories above.<sup>4</sup> The Department of Public Instruction has established regulations under Wisconsin Administrative Code ch. PI 9 to ensure compliance with Wis. Stat. s. 118.13.

Based on the statute and the implementing regulations, a school board is prohibited from discriminating in the acceptance and administration of gifts, bequests, scholarships and other aids, benefits or services to students from private agencies, organizations, or persons. Thus, for example, a school board may not refuse to accept a gift based on the sexual orientation of the donor or administer a gift of laptop computers in a way that refuses to provide such equipment to students of a certain nationality. Wisconsin Administrative Code s. PI 9.03(1)(d) further requires school boards to address the issue of nondiscrimination in policies related to gifts, grants, or other aids to the schools. To this end, boards must have procedures in place for handling complaints related to such alleged discriminatory actions, and such discrimination complaints may be appealed to the State Superintendent of Public Instruction.

### **Grant and Gift Management**

All money received as gifts or grants must be placed in the school district treasury and must be considered segregated trust funds.<sup>5</sup> As mentioned above, the school board may determine, in accordance with the law applicable to trust investments, the appropriate use of or may invest the gift or grant, if the grantee or donor has not provided any specific direction as to the use of the gift or grant. A school board must exercise

the rights and powers that are generally conferred upon trustees in determining the use, control, or investment of such gifts or grants.

The law applicable to trust fund investments is set forth under Wis. Stat. ch. 881. Under this law, trustees are required to invest funds in accordance with the "prudent investor rule."<sup>6</sup> The "prudent investor rule" applies to trustees when they make investments in the absence of specific direction by the donor. This rule requires trustees, such as school boards, to invest and manage assets as a prudent investor would, by considering the purposes, terms, distribution requirements, and other circumstances of the state, trust, conservatorship, and guardianship. In satisfying this standard, the trustee must exercise reasonable care, skill, and caution. Thus, school boards must be particularly cautious in making sure that, when investing any money received as a gift, they are acting in compliance with this standard.

The board may invest the funds similar to the investment of other school district funds in accordance with Wis. Stat. s. 66.0603. This statute expressly authorizes certain investments for school district funds that are not immediately needed.<sup>7</sup> Investments authorized under the statute include (1) time deposits in any credit union, bank, savings bank, trust company, or savings and loan association which is authorized to transact business in this state if the time deposits mature in not more than three years; (2) bonds or securities guaranteed as to principal and interest by the federal government, or by a commission, board, or other instrumentality of the federal government; or (3) bonds or securities of any county, city, drainage district, technical college district, village, town, or school district of this state. Wisconsin Statute Section 66.0603 also permits a board to delegate investment authority in making these investments under specified conditions and to thus secure expert financial advice.

## **Solicitation of Gifts**

Although no statute specifically authorizes school boards to solicit gifts or grants, such solicitation is likely permitted when considering a number of different statutes. In particular, the authority given to a school board by Wis. Stat. s. 118.27 to receive, accept, and use private donations may be interpreted to imply the authority of a board to reasonably promote contributions to a gift fund or funds to be administered by the board. In addition, Wisconsin law sets forth a broad grant of authority to school boards to conduct district affairs, which can likely be extended to also allow boards to solicit gifts.<sup>8</sup> Finally, subchapter IV of Wisconsin Statutes chapter 440, which regulates the solicitation of funds for charitable purposes, also likely implies authority for a school board to solicit gifts and grants. Based on the above, it is therefore reasonable to conclude that school boards have the authority to solicit such gifts or grants from outside sources.

## **Deductions for Charitable Donations**

School boards will sometimes receive gifts or grants from citizens who intend that the gift or grant be characterized as a charitable donation. Gifts made exclusively for public purposes to political subdivisions of the state, including school districts, are recognized as deductible charitable contributions by the Internal Revenue Code. In these instances, the donor will usually want substantiation of the gift from the school district to permit its deductibility as a charitable contribution. To this end, school boards must keep a number of rules in mind.

First, substantiation of any donation having a value in excess of \$75 by school districts is generally required (under the Internal Revenue Code and

regulations promulgated thereunder) in cases where the school district provides any goods or services in return for the donation. Second, the Internal Revenue Code provides that a charitable deduction is not allowed for contributions exceeding \$250 in value unless the contribution is substantiated by a written acknowledgement from the donee organization (*i.e.*, the school district).<sup>9</sup> For this purpose, the school district should, following acceptance of the gift, provide the donor with a contemporaneous written acknowledgement of receipt of the gift which should (under regulations to the Internal Revenue Code) include a description (but not necessarily the value) of the property and a statement of whether or not the donor received any goods or services from the school district in return for the gift. Finally, special rules for substantiation of gifts apply where cars, boats, or planes are donated to the school district.<sup>10</sup> In other cases, while substantiation may not be required, the provision of acknowledgement of receipts of gifts as a matter of course may generally be consistent with best practices and good public relations.

It is also important to note that if the value of a noncash contribution exceeds \$5000, the donor will be required to provide for the appraisal of the property. The school district is not required to appraise the property, nor to otherwise determine its value. The written acknowledgement of the school district must describe the property accepted as a gift, but need not place a value on this property. Valuation of the gift is the responsibility of the donor and not the donee.

Thus, considering the above, school boards must be aware that there are certain requirements for gifts or grants to be characterized as charitable donations. To ensure that the gift or grant falls within this category, school boards again may want to consult with their legal counsel to verify that all steps are properly followed.

## **Conclusion**

As funding for programs within school districts becomes increasingly difficult, Wisconsin school boards will continue to seek and accept gifts and grants provided to the school district from generous donors. School boards, however, must be aware of the legal restrictions and practical implications for such gifts and grants. Boards should monitor their policies related to gifts and donations to make sure that these policies are consistent with school district needs and interests. Such policies may set forth what types of gifts the board will accept, the purpose for which gifts will be accepted, what, if any, limitations should be placed on the types of gifts that the board accepts, and whether the board desires the optional authority to transfer the gift to a community foundation. Boards should also consider the future implications of such gifts, including how the gift will affect school district resources, programs, and operations. With these considerations in mind, school boards can ensure that such gifts will be beneficial for the district. ■

## **Endnotes**

1. For additional information on related topics, see *Wisconsin School News*, "School Board Solicitation and Administration of Gifts and Grants" (December 1985).
2. Wis. Stat. s. 118.27(1).
3. Wis. Stat. s. 118.27(3).
4. Wis. Stat. s. 118.13(1).
5. Wis. Stat. s. 118.27(2).
6. Wis. Stat. s. 881.01(2).
7. Wis. Stat. s. 66.0603(1m).
8. Wis. Stat. s. 120.13[intro].
9. 26 U.S.C. s. 170(f)(8)(A).
10. 26 U.S.C. s. 170(f)(12)(A).

*This Legal Comment was written by Michael J. Julka and Richard F. Verstegen of Boardman & Clark LLP, WASB Legal Counsel.*



## An Effective Advocacy Checklist

The November election is upon us and it could have a big impact on the direction of public education in our state. There are a number of things that your board should be doing now and in the months leading up to January and the State Education Convention to strengthen your legislative advocacy efforts. Here's a brief checklist to help you organize your activities to maximize your effectiveness.

Let's look at two key components to becoming an effective legislative advocate for your district. The first, and most important, key component is to develop relationships with your legislators. You will be most effective if you do this *before* you need or want something from your legislator. You may ask: How do I begin to develop these relationships? There is no one single way to do this, but here are a few suggestions we hope will help you:

- **Do some research on your legislator's background.** Is there something there that connects you? Are you in the same business or industry or do you have a professional connection? Did you attend the same school? Are you members of the same church? Do you have friends or relatives in common? You may find you have more in common (to talk about) than you realize.
- **Invite legislators to school board meetings and school events, and give them tours of your schools.** Show them the positive things that are happening in your schools. Illustrate the challenges you face. The more time they spend with you and your students, the more likely they are to

support your cause. Legislators are not going to seek you out. While one could argue that they probably should seek you out, the reality is that they likely won't. You have to make the first move.

- **Organize a regular breakfast or evening meeting with your area legislators.** Getting together with your local lawmakers on a recurring basis is an excellent way to develop relationships. You can do this on your own or by pairing up with neighboring districts. There are several areas around the state where board members and district administrators have teamed up to hold regular meetings with their area legislators. One example is Sheboygan County's education breakfast, which is held one Monday morning per month and is well attended by area legislators. While there isn't always agreement on every issue, attendees develop a rapport (lawmakers get to know you personally and not just as faceless public school leaders). It's a great way to develop a two-way communications flow, as legislators are often happy to give you updates on what is happening in Madison, and will often use the gathering as a sounding board to get feedback on potential legislation. In turn, you get to communicate your positions directly and the lawmakers understand they will have to answer to you on how they vote. Typically, to make such regular meetings work it takes someone to take the lead in setting up these meetings, and the WASB can help you to get these meetings set up and keep them running.

The second key component of effective advocacy is being informed. Knowledge of the legislative process is important. Effective advocates focus their energy on the people making the important decisions when they are being made. The WASB can help you here as well by providing timely information in our weekly legislative updates and in the additional legislative alerts we send out as warranted once the legislative session starts again in January.

School board members can serve important roles both in ensuring passage of bills that are favorable to public schools and in defeating bills that work to the detriment of the public school system. You can strengthen the WASB's advocacy by sharing with us what you are telling your legislators and what you are hearing back from them. The WASB's lobbying efforts will be much more effective in our contacts with lawmakers if we are reiterating what they have already heard from you, their constituents.

Finally, your effective advocacy checklist should include marking down some important dates:

**Nov. 8, 2014** — Plan to attend the WASB Legislative Advocacy Conference in Stevens Point to get an insider's understanding of the key legislative issues facing school board members today.

**Jan. 23, 2015** — Come to the WASB's Friday morning Legislative Update session at the State Education Convention in Milwaukee.

**March 18, 2015** — Plan to participate in WASB's Day at the Capitol in Madison. Communicate directly with your legislators and their staff about the proposed state budget. ■

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UnitedHealthcare's mission is to help people live healthier lives by providing access to high quality, affordable health care. We are committed to improving the health care experience of K-12 teachers, staff, retirees and their families in the state of Wisconsin by providing Better Information, to drive Better Decisions, to help Improve Health.

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