

★ **SPECIAL 2019 CONVENTION PREVIEW** ★

WISCONSIN SchoolNews

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

wasb.org | November 2018

WEDNESDAY Keynote
Steve **PEMBERTON**



THURSDAY Keynote
Michele **BORBA**



FRIDAY Keynote
Salome **THOMAS-EL**



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Excellence and Equity



CONVENTION **2019** | JANUARY 23-25

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BLR-2314-2

WISCONSIN SchoolNews

November 2018 | Volume 73 Number 4

THE OFFICIAL PUBLICATION
OF THE WISCONSIN ASSOCIATION
OF SCHOOL BOARDS, INC.

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Wisconsin School News (USPS 688-560) is published 10 issues per year by the Wisconsin Association of School Boards Inc., 122 W. Washington Avenue, Madison, WI 53703. Contents © 2018 Wisconsin Association of School Boards Inc. Subscriptions are available to nonmembers for \$85 per year. Periodicals postage is paid at Madison, Wis.

The views expressed in Wisconsin School News are those of the authors and do not necessarily represent WASB policies or positions.

POSTMASTER: Send address changes to Wisconsin School News, 122 W. Washington Avenue, Madison, WI 53703.

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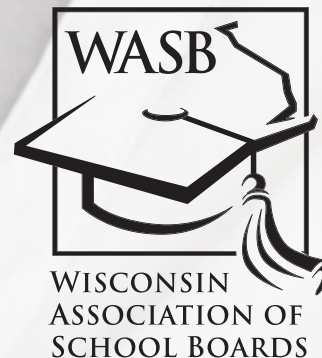
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THE 98TH STATE EDUCATION CONVENTION:

Leading for Excellence and Equity

TOP 10 REASONS TO ATTEND THE ANNUAL STATE EDUCATION CONVENTION

- 1 Reenergize yourself.**
Everyone needs to the opportunity to get rejuvenated and renew their commitment to making a difference in their local districts.
- 2 Be inspired.**
The successes and failures of others can provide new ideas and inspiration for tackling your own challenges.
- 3 Develop your skills.**
The needs of school districts and their students are constantly evolving and expanding. School leaders need professional development to be as effective and efficient as possible.
- 4 Share your expertise.**
We are in this together. Share your expertise with other districts so they can benefit from what you know and have experienced.
- 5 Be part of the solution.**
Working together, we are a strong, unified voice for public education. Attend the convention to better understand the issues so you can be a part of the solution.
- 6 Model lifelong learning.**
There is always something new to learn that would benefit your district. Be a model in lifelong learning for your students and your community.
- 7 Find common interests and concerns.**
If you thought your district was the only one dealing with a particular issue — *think again!*
- 8 Connect with colleagues.**
The convention is the perfect place to meet individuals who share your passion for education. Network with people who are as energetic and committed as you are.
- 9 Grow as a team.**
Attend as a district team. Review the agenda, select topics of interest and send each board member and administrator to a different workshop or breakout session to maximize the learning for your district.
- 10 Exercise leadership.**
You are a leader in your local community. Attend the convention because you want to make a difference for the students in your district and across the state.

New in 2019 — be a virtual attendee! There is no substitute for the networking, camaraderie and hands-on learning that takes place at the convention, but this year you can benefit from the convention even if you can't be in Milwaukee.

A virtual attendee registration will give you access to the recordings of eight specifically selected breakout sessions that will cover a range of hot

topics in governance, leadership, school finance and community engagement as well as one keynote speaker address.

Planning to attend? Even better. Add the Virtual Attendee option to your registration at a discounted rate and you'll be able to attend sessions in person and have access to the recorded sessions to double your learning.

Visit WASB.org/convention for details. Recorded sessions will be available starting one week after the convention ends and remain available until the end of the year.

This is a great way to make the most of your experience in Milwaukee. We look forward to seeing you in January! ■

This special issue of the *Wisconsin School News* includes a preview of convention sessions and highlights; **visit WASB.org/convention** for complete information and updates.

Tuesday Pre-Convention Workshops

1:30 – 5 PM | Hyatt Regency Milwaukee, Pre-registration required

● Governance 101: Cultural and Legal Framework of Effective Boards

All school boards are required to adhere to numerous legal requirements and rules of order to effectively conduct their business. However, the effectiveness of a board is equally dependent upon interactions between board members and administrators. An effective leadership team can create a culture that promotes high levels of performance and achievement. In this session, a WASB attorney will discuss the legal requirements and procedures board members need to be aware of and how they help ensure a well-run meeting. He will be joined by a WASB consultant with years of experience as a school district administrator to discuss how the board and superintendent can work together to ensure effective meetings.

WASB

● Governance 201: Goal Monitoring and Accountability Plans

A distinguishing characteristic of effective school boards is their ability to set goals for their districts and administrators and establish a procedure to monitor and define “reasonable progress towards the goals.” This interactive workshop will explore how a district can strengthen its governance structure by establishing a consistent monitoring procedure and plan for accountability. Through discussions and hands-on activities, participants will develop an outline of how to implement a system to monitor goals and outcomes in their districts.

WASB

● School Finance Puzzle

Attendees will receive a hands-on, interactive approach to take the confusion out of school finance. They will gain a conceptual and historical understanding of the major components of the Wisconsin school finance system. Participants will have an interactive discussion that provides background on constitutional issues, court cases and today’s laws. Attendees will become acquainted with the basics of revenue limits, equalization aid, property taxes and referendums — how these compo-

nents interrelate and how they impact board decision-making. School board members and administrators will leave the session with increased confidence in discussing school finance concepts and using this knowledge to help foster an environment of trust in their communities for the benefit of students.

WASBO

● Poverty 101: Breaking the Iron Cage of Poverty

In this engaging workshop, Dr. Donna Beegle will provide a poverty knowledge base necessary for improving educational success and a shared understanding of what students need in order to develop to their full potential. Participants will gain tools for recognizing how the many different life experiences of poverty have an impact on education and what can be done to improve outcomes.



Dr. Donna Beegle

Dr. Beegle will share examples of schools that are implementing her strategies and successfully removing poverty-related obstacles as well as explore the action steps for creating a vision for the district, formulating a professional development plan for teachers, and implementing policies that improve the educational outcomes for all students. Dr. Beegle will also discuss what administrators and board members can do to become community leaders in developing the systems and partnerships necessary for assisting students and families who live in the crisis of poverty.

Dr. Donna Beegle, president of Communication Across Barriers, a consulting firm dedicated to building poverty-informed communities that are armed with tools to break barriers. Dr. Beegle grew up in generational migrant-labor poverty and left school at 15 to get married and start a family. At 25, she found herself with two children, no husband, little education, and few job skills. Within 10 years, she got her GED and advanced through to a doctoral degree in educational leadership. Dr. Beegle now works directly with children and adults currently in poverty as well as professionals who want to make a difference for those living in poverty.

■ Pre-Delegate Assembly Discussion

Tuesday, Jan. 22, 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 and will include a review of parliamentary procedure for delegate assemblies.



General Session

10 AM – Noon | Wisconsin Center

Presiding: **Steve Bloom**, WASDA President,
Palmyra-Eagle School District



Steve Bloom

The 98th State Education Convention

will open with a performance by the
**Richland Center High School
Symphonic Band.**

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.

The State Superintendent of
Public Instruction will be invited to
address the General Session.

MORNING REFRESHMENTS

A light, complimentary breakfast
will be available to all convention
attendees in the **Exhibit Hall 9-10 am**
on Wednesday, Jan. 23.

Sponsored by WEA Trust

JANUARY 23, 2019



Steve Pemberton

Chief Human Resources Officer,
Globoforce & Best-Selling Author



WEDNESDAY KEYNOTE SPEAKER

Steve Pemberton's triumphant life journey, now a major motion picture, is about defying the seemingly insurmountable odds of the path of the unchosen. *A Chance in the World*, drawn from his critically acclaimed memoir of the same title, recounts how Steve was orphaned into foster care, then abandoned and betrayed by the very individuals entrusted with his care. Yet these challenges only fueled his desire to become a man of resilience, determination and vision.

Steve went on to find success as a trail-blazing corporate executive, enlightened people leader, visionary youth advocate and acclaimed speaker devoted to inspiring and helping others. Committed to giving back, Steve timed the nationwide premiere of the film during National Foster Care Awareness month, hoping to raise awareness for children at risk

in the child welfare system, especially those aging out of foster care.

Steve has made equality, access and opportunity pillars of both his professional and personal life. He currently serves as Chief Human Resources Officer for Globoforce, a leading provider of social recognition and continuous performance development solutions. Steve is a passionate champion for disadvantaged youth, serving on several boards including United States Business Leadership Network and UCAN. Steve's achievements have earned him national recognition, including the prestigious Horizon Award from the United States Congress, presented to individuals in the private sector who have contributed to expanding opportunities for all Americans.

WEDNESDAY Breakout Sessions

PLEASE NOTE: Sessions may be updated or added. For an up-to-date schedule (with times and room numbers) visit WASB.org/convention.

● Community Connected: Developing Career-Ready Students Through Strategic Partnerships

The establishment of vibrant community partnerships, leveraged to provide authentic experiences for students, is a vital part of ensuring life-, career-, and college-ready graduates. Over the last three years, the Franklin Public School District has engaged in a strategic effort to build partnerships with businesses, industries and higher education. Thanks

to these efforts, Franklin High School students engaged in more than 1,000 unique career-based learning experiences in the 2017-18 school year, including youth apprenticeships, credited internships, job shadows, and mentorship opportunities with 120 active partners.

Franklin Public School District

● A Deep Dive Into The Facts of School Violence and Emerging Approaches to Safety

School violence and active shooter response planning has become a major focus with each district being called upon to address a myriad of concerns. This session will help bring clarity to the root causes surrounding school violence, explore raw data and answer the question: Are schools safe? Using data from the FBI, Secret Service, state and local fusion centers that share threat-related information, the Department of Public Instruction, and others, the presenter will offer a

holistic approach to understanding the nature of school killings and compelling evidence to support various safety initiatives.

Muskego-Norway School District

● #WhatsNext?

In the past two years, we have experienced #MAGA, #ImWithHer, #BlackLivesMatter, #MeToo, #TakeAKnee, #Enough, and #NationalSchoolWalkout. In many

warning. This session will explore lessons learned from past demonstrations, discuss legal concerns surrounding school policy and procedure, and evaluate how to put your district in the best position to proactively respond to the next hashtag movement.

von Briesen & Roper, s.c.

● A Collaborative Effort Between Law Enforcement Agencies and School Districts; Building Relationships and Making a Safe Environment for Students

Featuring law enforcement officers from the Everest Metro Police Department and school officials in the DC Everest School District, this session will focus on the perspectives

from a school resource officer (SRO) on how relationships matter in the school and what SROs do to help educate students and staff on school

cases, the protests, conversations and controversies surrounding these movements make their way to the school doors. And, in some cases, the arrival comes with very little

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. 23 at 8 am in Ballroom AB of the Wisconsin Center to learn everything you need to know to get the most from your convention experience.

Convention REGISTRATION

When arriving at the Wisconsin Center, proceed to the third floor for convention registration.

safety. Participants will share information on how training, routine patrol and technology can prepare everyone for an unthinkable event and the challenges administrators face related to school threats, the media and budget constraints.

DC Everest School District

● Access to Public Records and Personnel Files

School districts are frequently subject to public records requests, and districts face significant liability if they do not respond in a timely and accurate manner. This session will cover the basics of Wisconsin's public records law with a special emphasis on responding to requests for information contained in employee personnel files, including records that are being maintained in response to an investigation into alleged employee misconduct. Questions from attendees are welcome and, time permitting, this session will briefly cover the basics of Wisconsin's Records Retention law as well.

WASB

● Aligning the Improvement Cycle through Board and District Administrator Collaboration

A panel of district administrators and board members from three distinctly different school districts will share their learning about how to align board and administrative leaders around common goals and a vision for success. They will discuss various two-way communication methods used to connect board members and administrative leaders around progress, adjustments and the resources needed to achieve each year's annual goals. Attendees will leave with multiple perspectives on how to align the district to a shared vision for success each year, and on

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how to monitor and report on progress (both positive and challenging) to internal and external stakeholders.

Studer Education

● **Cash Reserve (Fund Balance) and Long-Term Fiscal Health**

Sustaining a strong fund balance is crucial to the fiscal health of a school district. This session will cover proportionality, the effect of cash reserve on cash flow, and the items of fund balance board policy that should be in place. The presenters will also help board members improve their understanding of how the overall budget works and the general concepts of fund accounting so they can more easily explain school budgeting to local citizens and state legislators.

WASBO

● **Developing and Implementing Alternative Compensation Plans: Process, Practical Examples and Tools**

This presentation will describe one district's process for developing an alternative compensation plan that includes micro-credentials. The development process emphasized research, distributed leadership and a collaborative process as well as a

focus on implementation and long-term scaling. The presenters will share specific and practical examples of the successes and challenges they experienced throughout the process.

Trevor-Wilmot Consolidated School District and CESA 2

● **District Collaboration: Summer School**

Administrators and board members from two small, rural districts will share how they collaborated to develop a successful, unified summer school program that has enriched, supported and continued the education experience into the summer months. The program has grown over the past four years to now involve nearly half their students. Presenters will describe how they decided to work together and their implementation steps.

Unity School District

● **Meaningful Community Engagement: Bringing Together the Whole System**

We know the importance of a meaningful relationship between a school district and the communities it serves—the vision and values of how

COMING SOON! Convention App

The 2019 State Education Convention App will be available soon. The app — for Android and iPhone — will include the complete convention schedule, maps, session descriptions, and more.

Sponsored by Delta Dental and Baird

students are educated need to be clear and aligned. What is your strategy for engaging the public in a meaningful way? This session will introduce you to how four very different districts engaged their communities in a thoughtful, creative and energizing process. Using a methodology called “Future Search,” each of these districts brought their “whole system” together (over 100 people at one time!) to create a shared vision and specific priorities that helped to shape the districts’ directions for the next decade.

Howick Associates

● **How a Mental Health Coordinator Created Possibilities for Students, Staff and the Community**

In 2015, the Neenah Joint School District hired a mental health coordinator to evaluate its efforts as well as

2019 WASB Delegate Assembly | Wednesday, January 23, 1:30 pm — Wisconsin Center

Vote on the policies that will guide the association's legislative agenda. Delegates will meet in Ballroom AB of the Wisconsin Center at 1:30 pm on Wednesday, Jan. 23.

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

A pre-Delegate Assembly Discussion will be held at 7 pm on Tuesday, Jan. 22 in the Crystal Ballroom at the Hilton Milwaukee City Center Hotel. New delegates are invited to a Convention/Delegate Assembly orientation meeting in Ballroom AB at 8 am on Wednesday, Jan. 23.



Please note: Delegates must pick up their credentials directly outside the Delegate Assembly hall during designated hours (see website for details). Credentials are handled separately from convention registration materials to ensure that one representative from each member board can participate.

identify gaps in services and resources. This presentation will break down the role of the coordinator position and how data was used to address problems and create timely interventions. The district will discuss the collaboration with three community agencies, which led to a comprehensive program to screen, provide therapy and offer parent-peer advocacy, and discuss how it was able to provide a school-based mental health provider in each of its K-12 schools.

Neenah Joint School District

● **How to Benefit from District Charter Schools**

A charter school can provide options for students and teachers, an additional tool in serving all students, a lab of innovation, and a place of learning new practices for everyone. Is a charter school right for your district? How does it all work? How do you leverage this opportunity?

Whether you have authorized a charter school or are thinking about authorizing a charter school, we can help.

Wisconsin Resource Center for Charter Schools at CESA 9

● **Knocking Down Barriers: Using 21st Century Practices to Address Mental Health Issues**

This session will focus on the journey the Racine Unified School District took to implement school-based outpatient mental health clinics in its elementary schools. The district utilized the Racine Collaborative for Children's Mental (C2MH) partnership, the University of Maryland School of Medicine's Center for School Mental Health (CSMH), and the Collaborative Improvement and Innovation

Networks to provide technical assistance, daily operational support and funding strategies.

Racine Unified School District

● **Leveraging Learning-Centered Teacher Evaluation**

A team of researchers spent two years documenting practices and perspectives from educators in school districts across Wisconsin

NEW IN 2019:
VIRTUAL ATTENDEE REGISTRATION

Want to attend more sessions or can't be in Milwaukee? Be a virtual attendee. Participants will have access to eight recorded breakout sessions that cover a range of governance, leadership, school finance and community engagement topics as well as one recorded keynote speaker. Purchase the Virtual Attendee Registration on its own or as a package with your standard registration. Recorded sessions will be available starting one week after the convention ends and remain available throughout the year.

Visit WASB.org/convention for details.

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IMPORTANT REMINDER:

The state's Open Meetings Law and Code of Ethics apply to school board member and administrator attendance at the State Education Convention. A *Legal Comment* with details is linked on the convention website in the top home section of the sidebar.

that have implemented local Educator Effectiveness systems in ways that emphasize educator growth and support. In this session, the researchers will discuss how these practices relate to five principles of learning-centered evaluation. District leaders will share what they learned about engaging in learning-centered teacher evaluation, describe specific practices they are implementing, and share lessons learned with attendees.

Wisconsin Center for Education Research, UW Madison

● New Federal School Level Reporting: What Do School Boards Need to Know?

The federal Every Student Succeeds Act (ESSA), which replaced the No Child Left Behind Act, includes a financial transparency requirement for districts to report per-pupil spending by school. What is the purpose of this law? What information is being collected and how will it be reported? How does this affect your district? This session will walk through the new ESSA School Level Reporting requirement and what it means for board members and the public.

Wisconsin Department of Public Instruction

● Moving from Traditional Parent Involvement to Effective Family Engagement

Four Wisconsin school districts are on the cutting edge of making significant changes in shifting from traditional parent involvement activities

to effectively engaging families in school partnerships. They will share their experiences implementing parent/teacher teams using the resources provided by a partnership between the Department of Public Instruction and WestEd. Learn the process used to change the adult mindset in deepening family/teacher relationships while working collaboratively to make gains in student learning and student achievement outcomes.

Appleton, Beloit, Fond du Lac and Menasha School Districts and WestEd

● Our Mission to Make Each Child Future Ready

Learn how a district mission drives innovation, personalization and a progressive approach to learning. This presentation will include the participation of district leaders and school board members as we outline the path the district has followed over the past nine years to transform the learning experiences of our students from a traditional mode of one-size-fits-all to a culture focused on the authentic learning of each child.

Pewaukee School District

● Our Referendum Passed — Now What?

During the past 20-plus years, the Little Chute Area School District has successfully passed three building improvement referenda along with operational referenda. This presentation strives to answer

the question “Now what?” after a successful building referendum. The session will include a discussion of avoiding contract pitfalls, getting from conceptual drawing to pouring concrete, determining who is responsible — the district or the contractor, learning what a contingency is for, and keeping your community and board engaged.

Little Chute Area School District

● Repurposing and Maximizing Support Roles

School districts face the expectation that they do more with less, which is particularly challenging for small districts. To be successful, employees must take on multiple responsibilities and roles. This session will navigate the journeys of two school districts from the creation of support positions, development of the roles within the organization, and the hiring process used to meet the changing needs of their districts.

Bristol School District #1

SPECIAL BREAKOUT SESSION

A New Take on Diversity: Moving from Labels to Experiences

After growing up in foster care and being labeled as a boy “without a chance in the world,” Steve Pemberton has never cared for labeling people. Drawing upon his experience as the former Chief Diversity Officer at Walgreens Boots Alliance, Pemberton discusses how the conversation on diversity should move away from a sole emphasis on classifying people by their visible characteristics. Instead, we should focus on who they are and the life experience they bring. Pemberton will outline how this approach brought increased shareholder value to Walgreens and Monster — and how it can be implemented by any organization. By shifting the paradigm, you won't just get more out of your employees — you'll increase focus, morale and customer engagement.

Steve Pemberton

● **Robotics and A.I.: Ensuring Students are College, Career and Community Ready for 2030 and Beyond**

The first step in preparing students for their future is understanding what that future may be. Learn how the Oshkosh Area School District took what they learned about a potential future dominated by artificial intelligence and robotics and created an educational system rich in experiences of value for 2030 and beyond. Special focus will be given on an optimistic view of this future and how school systems can position themselves to give students skills that will be in high demand.

Oshkosh Area School District

● **SAA Legislative Update**

In this session, SAA Executive Director John Forester will recap the November elections in Wisconsin, preview the 2019-21 state budget session, and discuss the SAA's 2019-21 legislative priorities. John will also leave time for questions and answers.

SAA

NETWORKING Reception

*Wed., Jan. 23, 4:30-5:30 pm
Hilton Milwaukee City Center*

Relax with your colleagues and enjoy refreshments courtesy of Forecast5 Analytics, PMA Financial Network, and Security Health Plan. All attendees and exhibitors welcome.

● **Compensation and Benefits No Longer Live in Silos**

Historically, employers and employees have viewed salary and benefits separately. Today, these groups are focused on total reward packages. This presentation will discuss how more than 40 districts are collaborating to develop a strategy to have access to timely and accurate

data around regional compensation AND rewards as one package. Attendees will learn how this information can be used to inform decisions and foster data-driven conversations with unions, boards and employees.

Associated Benefits and Risk Consulting

● **State of the State in Gifted Education: Pairing Equity and Excellence**

In education, we often study achievement gaps, looking for causes, effects and strategies to ameliorate them. One glaring, and often overlooked, achievement gap exists in the system's failure to identify and appropriately serve gifted students from diverse backgrounds.

Wisconsin is currently addressing this "excellence gap" aggressively, using grants and local initiatives in model districts. This session will explore the status of gifted education and diversity. It will also include a brief review of current statutes, regulations, and policies for gifted and talented students and the education of

advanced learners.

Wisconsin Association for Talented and Gifted

● **Success in Self-Funding a Health Plan: Understanding the Risk and Reward**

The Viroqua Area School District transitioned to a self-funded health insurance program in 2007. Since then, they've been able to maintain a

healthy reserve balance and keep plan increases low by structuring contributions appropriately and mitigating risk. This session will provide a brief overview of self-funding, specifically focusing on how risk is managed, provide insight on a successful transition, and describe the budgeting strategies that have been instrumental in the plan's outcome and financial success.

Viroqua Area School District

● **Using Technology to Improve the Quality of Local Policies and Board Efficiency**

Policymaking is a core function of school boards. Successfully developing and implementing policy requires not only content expertise, but also process expertise. This session will provide practical suggestions and recommendations that a school board can apply to enhance its policy-development processes, including the use of technology to increase efficiency. Learn how the WASB resources, including the Policy Resource Guide and Board-Docs, can improve your policy-making process.

WASB and BoardDocs

● **What Does a Facilities Manager Do?**

The management of our school facilities is more than changing a light bulb. Learn more about what your school facilities director needs to address in today's educational environment. This session will cover those areas related to buildings and grounds that all districts should be doing and planning for with inspections, maintenance schedules and funding. Learn what is required and

■ **Complimentary Registration for Administrative Assistants**

School district administrative assistants are invited to attend the State Education Convention with complimentary registration. Administrative assistants can attend any the sessions and functions (meal tickets purchased separately). Eligible individuals must be designated as administrative assistants in the WASB database.

Visit the Convention WEBSITE

The convention preview information published in this special issue of the *Wisconsin School News* is subject to change. Visit WASB.org/convention for the detailed convention schedule and the latest updates and announcements. A complete, printed convention guide will be provided at registration in Milwaukee.

how funding impacts this from the perspectives of a consultant, buildings and grounds staff, and the business office.

Kenosha School District

● Wisconsin Redefining Ready

This session will focus on the state-wide efforts to change the narrative around college and career readiness

as well as how the efforts complement and support the Academic and Career Planning initiative and the Every Student Succeeds Act. Participants will leave the session understanding how these related efforts, including the WASDA Wisconsin Redefining Ready cohort, the Future Ready Framework, and state laws and regulations, intersect to support districts as they develop continuous improvement plans that call for a broader view of college and career readiness in alignment with local, regional and state priorities.

WASDA 'Wisconsin Ready' Initiative

● Wisconsin School Funding ... The Conversation is Not Over

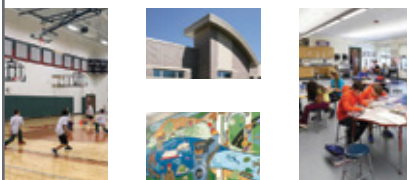
The Blue Ribbon Task Force on School Finance has met for the past year, but the conversation has just begun. This session will focus on a brief history of Wisconsin school finance and dive into state aids, the

levy credit, the revenue cap and vouchers. The presentation is intended to enable participants to be able to articulate to decision makers, with data and knowledge, their ideas regarding the funding of public schools in our state.

Wisconsin Association for Equity in Funding

MOBILITY Solutions

Electric scooters are available for rental from On the Go Mobility. Contact them at mail@onthegomobility.com or 414-228-7100 before you arrive in Milwaukee to make arrangements. On the Go Mobility will bring a scooter to your hotel or the convention center for you. (**IMPORTANT: The convention center does not have scooters available on site. You must call ahead.**)



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General Session

3 – 5 PM | *Wisconsin Center*

Presiding: **Mary Jo Rozmenoski**,
WASB President, Black River Falls
School District



Mary Jo Rozmenoski

The **Red Devil Jazz** from **Green Bay East High School** will kick off the second general session of the 98th State Education Convention.

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

WASB President **Mary Jo Rozmenoski** will reflect on her year as WASB president before handing the gavel onto the next WASB president.

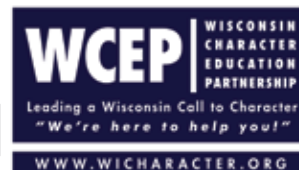


JANUARY 24, 2019



Michele Borba

Internationally Renowned Educator, Best-selling Author,
Parenting, Child Development & Bullying Expert



THURSDAY KEYNOTE SPEAKER

Dr. Borba is an internationally recognized educational psychologist and parenting, bullying and character expert whose aim is to strengthen children's empathy and resilience, and create safe, compassionate school cultures.

In our hyper-connected, social-media-saturated society, many of us (especially young people) are so obsessed with snapping "selfies" and living a virtual life online that we're forgetting how to care for the people right in front of us IRL (that's "in real life"). That resulting Selfie Syndrome is leading to an Empathy Crisis in youth — teens today are 40 percent less empathetic than just a generation ago and narcissism has increased 58 percent. But there is a solution: studies show that the antidote to Selfie Syndrome is empathy. And the good news is that

empathy can be cultivated in children, starting even before they can talk.

Dr. Borba is the award-winning author of 22 books translated into 14 languages and a regular contributor on numerous television shows. Dr. Borba has had a wide range of teaching experience, including work in regular education and private practice with children with learning, physical, behavioral and emotional disabilities. She received a Doctorate in Educational Psychology and Counseling from the University of San Francisco, an M.A. in Learning Disabilities and B.A. from the University of Santa Clara, and earned a Life Teaching Credential from San Jose State University. She lives in California with her husband and has three grown sons.

THURSDAY Breakout Sessions

PLEASE NOTE: Sessions may be updated or added. For an up-to-date schedule (with times and room numbers) visit WASB.org/convention.

● Board Member Roundtable Discussion Session

Want an opportunity to network with other board members, find out how they handle challenging aspects of board service, and share your experience? Participate in this open, roundtable discussion session to get the insight of experienced board members from around the state on any topic of interest to you. There is no set agenda or presentation.
WASB

● A Glass Half-Full: Moving Towards Assets-Based Policies and Practices to Uplift English Learners

This session will provide school board members and district-level leaders with methods to review and reframe policies and practices to engage and uplift English language learners and build relationships with their families. Presenters will outline examples of pathways to identify and develop linguistically talented students to graduate with high levels

of academic success and achieve the Wisconsin Seal of Biliteracy.
Verona Area School District

● A High-Performing Board/Superintendent Relationship

The Howard-Suamico School District has enjoyed 13 years of high performance due to a board/superintendent relationship model that has driven consistent academic performance, strong individual performance and accountability. The presenters will share the policy and procedures that

support and drive this high-performing relationship and provide attendees with the working knowledge and a basic roadmap for a similar dynamic in their districts.

Howard-Suamico School District

● **Achieving Effective Board Meetings**

This session is designed for superintendents and board members who share responsibility for achieving meaningful and productive outcomes to board meetings on behalf of the school communities they serve. The work of school governance is complex and challenging. Learn strategies and techniques to structure a board meeting so that group learning, discussions, problem solving, and decision making are effective and productive for all involved.

WASDA

● **Are We There Yet? The Long Road to Building Consensus for Facility Improvements**

Each school district has its own circumstances, but community involvement is important in determining the future of education within that community. This presentation uses the recent experience of Swallow School District to explore the facilities improvement journey. It will touch on some of the challenges and approaches that are a part of transforming existing facilities into modern educational environments.

Plunkett Raysich Architects, LLP

● **Breaking Tradition: How and Why to Establish a Year-Round (45-15) School**

Moving to a calendar that provides improved learning opportunities for students and more flexibility for families is complicated, even for just one school. It requires leadership from the board of education, perseverance in problem-solving, and the willingness to move in a new direction without having all the answers. The Tomah Area School District will share their experience in establishing a 45-15 calendar at Lemonweir Ele-

mentary School and the impact of the calendar on the students and staff.

Tomah Area School District

● **Baited Hooks and Trapdoors**

Current issues, trends, legislation and regulation related to special education and pupil services are creating challenges for local school boards and administrators. Our team of presenters will review the latest state and federal legislation and rule development, including developments in the areas of mental health, safe schools, special education and public subsidy for private education.

WCASS

● **Building a Childcare Center for Your Children, Families and Community**

Because of a shortage of childcare options in the Frederic School Dis-

trict, young families were choosing to live in other communities or open enrolling to districts with available childcare. As a result, the district began a journey to bring quality care opportunities to its community. Now in its third year of service, the district's center provides daycare, 4K wrap-around care, and before- and after-school care. This session will discuss the highs and lows of the entire process and provide practical guidance for other districts.

Frederic School District

● **Building Capacity for K-12 Career Readiness: The Intersection of ACP and Pathways WI**

College- and career-readiness programs and strategies facilitate the development of the whole student to prepare them for a successful future.

THURSDAY MEAL & NETWORKING PROGRAMS

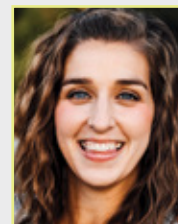
■ **WASB Breakfast Program**

*Thursday, Jan. 24, 7-8:30am | Pre-registration required, \$37
Crystal Ballroom, Hilton Milwaukee City Center*

Just days before her opening night performance in *The Wizard of Oz*, 16-year-old Tasha Schuh took one step backward and fell 16 feet through an open trap door on stage. On that day, she landed on a concrete floor — breaking her neck, crushing her spinal cord and fracturing her skull. She would never walk again.

Tasha has learned to live life to its fullest, and today she is an inspirational speaker and author. Tasha was honored as Ms. Wheelchair USA and she was the 2012 recipient of the National Rehabilitation Champion Award, among receiving numerous other recognitions over the years. She lives in Ellsworth, Wis. with her husband Doug Michaels, a former TV meteorologist from Eau Claire.

Tasha's spirit will captivate you and her story will inspire you. After hearing Tasha's story, you will have a boost of confidence to overcome challenges and persevere, no matter what life throws at you. You will also have the opportunity to meet her following the presentation.



Tasha Schuh

■ **WASDA Luncheon**

*Thursday, Jan. 24, Noon – 1:15 pm
Pre-registration required, \$40*

Hosted by the Wisconsin Association of School District Administrators, featuring the 2019 Superintendent of the Year. *This is a ticketed event and requires pre-registration.*

■ **WASBO Luncheon**

*Thursday, Jan. 24, Noon – 1:15 pm
Pre-registration required, \$40*

Join the Wisconsin Association of School Business Officials at its annual luncheon. Hear from the 2019 Wisconsin School Business Official of the Year. *This is a ticketed event and requires pre-registration.*

This session will describe how a Regional Career Pathways model, now piloting in four regions, builds capacity for more business engagement in education. Representatives from a CESA and two school districts are using these state and regional resources to support student engagement and learning.

Pathways Wisconsin

● Closing Achievement and Opportunity Gaps in Exponential Times

How do we prepare children for a world we haven't experienced and can't accurately predict? This session will:

- 1) examine research on board governance, leadership and achievement;
- 2) identify strategies for achieving a high-quality, child-centered, results-driven organization;
- 3) speak honestly about the status of achievement and opportunity gaps for our children; and
- 4) discuss the urgency of preparing EVERY child for the future.

WASDA KCMG Int'l LLC

● Communicating Benefits Effectively to Different Generations to Attract and Retain Teachers and Staff

Districts need to engage the baby boomers, millennials and Generation Xers differently because of divergent expectations and experiences regarding healthcare and healthcare coverage. School leaders must understand these differences to effectively communicate the high value of their benefit coverages. It takes time, planning and patience to successfully choose and communicate the plan specifics to attract and retain teachers and other critical staff of every generation.

School District of Sturgeon Bay and M3

● Community Schools: An Evidence-Based Strategy for Equitable School Improvement

A Wisconsin community school provides students, families, and community members with quality academic, enrichment, health and social resources to succeed in school and in life with equity and social justice at the core. This session will cover the

elements of community schools and how they can be supported through partnerships and financial resources. *Wisconsin Coalition for Community Schools*

● Teacher Mental Health and Why It Matters

According to recent research, teaching has become one of the most stressful occupations in the nation, affecting burnout, lack of engagement, job dissatisfaction, job performance, and some of the highest turnover rates ever. What do educators — novice and experienced — say about what is driving them out of the profession? We will look at data from national studies and the 2017 Wisconsin Educator Survey indicating the real reasons teachers are leaving.

Lake Holcombe School District and WI Teacher of the Year Council

● Rural Alternatives for Effective Alternative Education Programs

Out of necessity, rural districts in northern Wisconsin need to be creative to meet the needs of struggling learners by blending resources and research bases. Three districts will outline their alternative education programs, giving participants a broad spectrum of practical, tested methods to implement. The discussion will make a clear connection to the necessity of equitable practices for all learners, regardless of demographic background.

School District of Rhinelander

● How to Make Your Workplace Wellness Program Successful

Having a successful wellness program is key to not only improving your employees' overall health and well-being, but also increasing employee engagement and satisfaction in the workplace. It's important that your wellness program helps your employees, works with their schedules and busy lives, and is fun! Throughout this session, we'll discuss three top components for you to immediately implement into your wellness program. *WEA Trust*

NEW in 2019: 10 for 10 NETWORKING

Want to meet new people and make the most of being in Milwaukee with colleagues from across the state? Go out to dinner with board members from different districts on Wed., Jan 23 or Thurs., Jan. 24. Reservations will be made at 10 downtown Milwaukee restaurants for 10 people at each restaurant.

Sign up for one of the reservations in the WASB Commons in the Exhibit Hall by the close of the Exhibit Hall close each day. *There is no cost to sign up. Participants are responsible for their own meal and transportation.*

● 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, its property tax base, and number of students. If you have questions about your district's equalization aid, this session is for you. The DPI School Finance Team will discuss the variables and factors influencing each district's share of equalization aid and what your district can expect in the future based on current law.

Wisconsin Department of Public Instruction

● Revenue Limits

The school revenue limit is the major base for school funding in Wisconsin. The revenue limit sets the total dollars that can be raised through state equalization aid and local property taxes and is based directly on the number of residents attending a public school from within a school district's boundaries. Learn how the revenue limit is calculated and what variables are included in the calculation beyond student membership. This session will cover every level of experience.

Wisconsin Department of Public Instruction

● Seeking Educational Equity and Diversity as Professional Development

Teachers in the Black River Falls School District have been participating in the

Seeking Educational Equity and Diversity (SEED) Project. During a SEED seminar, participants discuss a wide variety of topics including diversity, inclusive education, privilege, sexism, and gender identity in a setting that provides participants the opportunity for self-exploration and self-reflection. The resultant research indicates that teachers' voluntary participation in the SEED seminars has influenced the way in which they teach and has promoted an increased willingness to include diverse elements into their curriculum.
Ho-Chunk Nation

● **Moving Beyond One-Size-Fits-All: The Benefits of The Flexible-Modular Schedule in a Secondary School**

The traditional, one-size-fits-all approach of the 7-8 period day and the block schedule does not allow for flexibility to meet the individual needs of teachers, students or curriculum. At Pulaski High School, we have implemented the Flexible Modular Schedule that we feel better serves our school community. We will provide the reasons to move to the Flex-Mod system, preparation for a year-one roll out, steps in the overall scheduling process, the necessary technology, the overall advantages and the challenges.
Pulaski Community School District

● **Expanding Teacher Candidate Pools: Collaborations That Work**

Three innovative programs offer school districts throughout the state the opportunity to collaborate for the professional development and growth their teachers need to be fully licensed and/or add licenses to address local district needs. All three programs are tied to research related to adult learning theories and support research that shows improvement in student achievement when teachers are highly qualified.
UW-Oshkosh

● **Equity-Focused Strategic Planning**

The Verona Area School District recently engaged in a strategic planning process through the lens of student equity. Our intentionality to

plan through an equity lens has positioned our school district to make significant movement in closing achievement and opportunity gaps. We don't have all the answers, but we can share our story and what we would do — and would not do again.
Verona Area School District

● **Policy-Making: A Case Study of How to Improve Your Processes**

The School District of Whitefish Bay will share how it enhanced its policy review, revision and approval process using a case study of its year-long journey to review, revise and adopt a Political Activity in the Workplace Policy. The presenters will discuss the legal background of the policy and the mission, the vision and direction from the board as well as the strategic process implemented to engage stakeholders.
Whitefish Bay Public Schools

● **It Pays to Create Champions for Your Schools**

In the Winneconne Community School District, community support has translated into referendum approvals and private donations that help the school district achieve its improvement vision. The hallmarks of the school district's efforts to engage the community include proactively communicating the vision for their schools, clearly articulating the district's strengths, creating relationships with community members, and welcoming people to the planning table.
DD Communication Services, LLC

● **Surveying Smart: Gathering Engagement Data to Drive District Decisions**

Measuring the engagement and satisfaction of staff, parents and students is critical for school districts in today's competitive environment. There is a direct correlation between engagement, student achievement and how the community perceives your district. Join School Perceptions as they discuss how to use their Staff, Student and Parent Engagement surveys to guide strategic, facility and

communication planning as well as improve student achievement.

School Perceptions

● **Leadership Coaching for Board Presidents**

School board presidents have a unique role in providing leadership with meeting facilitation, relationship building with the superintendent and other members, working through conflict among members, and engaging community input. Leadership coaching is a process that explores the strengths of the board president as leader and enhances one's effectiveness by learning new techniques. This session will explore the benefits of leadership coaching and explain the method by which leadership skills can be improved.
WASB

● **Micro-Credentialing: A Journey towards Cultural Competence through Data-Driven Decision Making**

This session will provide participants with information on the planning, implementation and evaluation of a micro-credential partnership between a school district and a university. Presenters will share the rationale for using micro-credentialing to provide personalized learning in a professional development opportunity and the design model for cultural competency and data-driven decision making.
Cardinal Stritch University and Cudahy School District

● **Policy-Making as a Tool to Meet Your Strategic Plan**

Statistically significant, quantifiable data identifies a relationship between school board actions (policy and governance) and student achievement. The Eau Claire Area School District has worked to meet its strategic plan through policy making. The presenters will discuss the importance of creating new and updated policies, and outline the standard process they use to engage community stakeholders in policy making.
Eau Claire Area School District

● **Hate and Bias at School: Critical Conversations at the District Level**

The Responding to Hate and Bias at School Toolkit from Teaching Tolerance offers guidelines to respond to bias incidents and hate crimes. This complimentary resource of best practices and helpful checklists, forms and worksheets helps school leaders prevent, respond to and evaluate their response to bias incidents and hate acts with the same seriousness used to prepare for fires and natural disasters.

Nicolet Union High School District

● **Organizational Resilience: The Ability of an Organization to Absorb and Adapt in a Changing Environment**

NYA Risk has supported large and small clients, including school districts, for over 28 years. Their experience involves events ranging from kidnapping and extortion, including cyber-crime, to active shooter and reputational issues. They utilize the best practice concept of 'Anticipate, Prepare, Respond and Recover.' On behalf of Gallagher, NYA will offer practical advice on risk management, crisis management, business continuity and disaster recovery from the classroom to the board room.

Gallagher/NYA Risk

● **Understanding the WI High School Accountability Report Card**

Guided inquiry through the accountability process at the high school level will allow participants to understand all the factors that make the high school report card different than those in elementary and middle schools. Case studies will be provided to show the impact that the ACT assessment, sub-group performance, and graduation rates of all students can have on the data.

CESA 6

● **Staffing Roles and Responsibilities**

WASB Organizational consultants work as partners with school districts to build and strengthen trust. One helpful method is an assessment of staff roles and responsibilities

utilizing a matrix developed specifically for school districts. This process includes a review and analysis of current districtwide and detailed central office department organizational charts and job descriptions as well as a review of current district organizational structures and reporting relationships.

WASB

● **The Need for Teacher Expertise in Maximizing the Power of School Literacy Programs**

In this session, participants will be actively involved in exploring four main themes in examining literacy programs: the importance of teacher expertise, the need to be grounded in research, acknowledging literacy as a complex process, and enabling a mind shift in examining change. The presenters will provide specific attention to state and federal laws and policies that should guide literacy programs, including how they relate to the effective use of reading specialists and reading teachers.

Wisconsin State Reading Association

● **Understanding and Leading with Data**

Stop by the Forecast5 Analytics booth (#905) to pick up a copy of

your district's customized data story and then join us to learn how to read and understand your district's story. Internal and comparative data can provide critical insights for school leaders while helping to support decisions and communicate and advocate with stakeholders. This session will focus on interpreting and understanding key analytics.

Forecast5 Analytics, Inc.

● **Conducting a Successful Superintendent Search**

Leadership transition is one of the most important duties of a school board. This involves the selection of a new superintendent and setting the stage to ensure a smooth leadership transition. In this session, the presenters will share the search framework and steps to conduct a successful search and transition. School board members will learn how consultants guide board members through the technical and legal aspects of a quality search process.

WASB

● **Trauma-Informed Care**

Trauma-informed care is intentionally focusing on being sensitive to the needs of the children in our classrooms. The focus of this session will

EDUCATION TOUR

■ **UWM School of Fresh Water Sciences**

*Thursday morning, Jan. 24, 9-11:15am
(times subject to change) Pre-registration required, \$5*

Dive into the UW-Milwaukee School of Freshwater Sciences and see how your K-12 school can get involved.

The School of Freshwater Sciences at UW-Milwaukee is the first graduate school in the nation dedicated solely to the study of freshwater and the largest academic research institution on the Great Lakes. UWM's freshwater expertise has been key to advancing Milwaukee's reputation as a world water hub.

Take a closer look at their new, state-of-the-art facility and learn how, for 50 years, the faculty and scientists have been conducting internationally recognized freshwater research across four essential themes: human and ecosystem health, freshwater system dynamics, freshwater technology, and freshwater policy and economics. Dive in to see how they earned a reputation for freshwater and how your K-12 school can participate.



be to provide an overview of the construct of these strategies and the positive outcome for students in every classroom. A child's ability to focus in class may be altered by experiencing trauma in a multitude of ways, from the death of a close family member or family pet to hostility in the home or watching violence on the news.

Included in this interactive discussion will be an overview of Social Emotional Learning (SEL).

WCASS

● **Systemic Alignment Brings Clarity and Equity to School Improvement**

Learn how the DeForest Area School District is transforming its learning culture using a systemwide process for collaborative, data-driven improvement at all levels of the organization. Guided by the district's strategic vision and plan, their central office leaders, principals and teacher-leader teams are redefining roles, structures and processes to achieve better learning outcomes for all students.

DeForest Area School District

● **Using a Portrait of a Graduate in the 21st Century and Incorporating the 4C's for ALL Future Graduates**

The online Portrait of a Graduate (PoG) tool was developed by a national network of school and district leaders focused on integrating the 4Cs into education — critical thinking, communication, collaboration, and creativity. Learn how one of the most diverse school districts in Wisconsin has advanced the integration of the 4C's into their collective vision to articulate aspirations for all its students. Bring your device to be actively engaged in the PoG tool and interact with colleagues.

Brown Deer School District

● **Using Social Media to Build Community Engagement in Your District**

Through a partnership with #SocialSchool4EDU, five school districts have maximized their communication on referendum work, employee recruitment, engaging bilingual

residents, student success, staff recognition, and more. This session will break down what is working the best for schools based on real data. The panel will share tips and strategies that attendees can immediately put to work.

#SocialSchool4EDU

● **WASB Legal Update**

WASB staff will review legal developments over the last year. Topics covered include the Wisconsin laws adopted in 2018, recent guidance from the U.S. Department of Education, and important state and federal court decisions. Learn more about the specifics of the major changes and implications on local district policies and employee handbooks.

WASB

● **WHY, HOW, WHAT: Designing a Framework of Innovation**

The Norris School District's focus on learner agency invites an entirely new way of designing learning and the structures that support it. This workshop will include a guided-design session where participants will delve into one of the core elements of our macrocosm to understand how their vision connects to our work and where they can develop the WHY, HOW and WHAT from their lens to find their best place for iteration.

Norris School District

● **WI Educator Effectiveness System: A Narrative Inquiry of Novice Teacher Experiences**

This session will explore recent research about participation in the Wisconsin Educator Effectiveness System and how those experiences influenced participants' beliefs about their teaching abilities and desire to remain in the teaching field. The findings can be used to guide district and building-level administrators in understanding implications of novice teacher perceptions and ways to move forward in future implementation practices for professional development.

Racine Unified School District

● **Wisconsin Language Roadmap: Leading for Equity in Access to College, Career and World Readiness**

Interested in preparing all students for our linguistically and culturally diverse communities, workplaces and the world? Join us to plan how your school community can participate in the Wisconsin Language Roadmap Initiative to ensure that Wisconsin's future workforce is able to effectively engage and compete in increasingly interconnected global markets, engage with diverse local communities, and participate in professional and personal networks that cross linguistic, cultural and national boundaries.

Wisconsin Department of Public Instruction

● **Your Culture Starts with Your Brand! An Easy Plan for Creating and Implementing a District Brand Guide**

Start brainstorming the possibilities of a clear and concise brand for your district that builds pride in your community. The presenters will discuss the importance of a solid district brand and how to implement that brand. They will walk you through some easy steps to get the ball rolling if you need design assistance and a brand guide for your district. Website, social media, apparel, and signage will all be addressed in this fun and informative presentation.

Edgerton School District and JP Cullen

● **Youth Mental Health First Aid Training and Solutions**

Youth Mental Health First Aid Training provides training for community and staff members on how to be aware of and identify youth in a mental health crisis. The training reduces the stigma around mental health and helps adults support youth and identify when referral to treatment is necessary. Learn how your district can provide mental health training, awareness and services through reasonable cost options.

CESA 6

General Session

10:30 AM – 12 PM

Wisconsin Center

Presiding: **Kent Ellickson**, WASBO President,
School District of Onalaska



Kent Ellickson

The **MadJazzers**, a vocal jazz ensemble from **Waupaca High School**, will open the final session of the 98th State Education Convention.

The Wisconsin governor will be invited to address the General Session.



JANUARY 25, 2019



Salome Thomas-El

Award-winning teacher and principal,
and internationally recognized speaker
and educator.

FRIDAY KEYNOTE SPEAKER

Principal EL believes that every child can succeed and achieve their dreams. This shapes his life-long commitment to supporting the teachers, principals, school staff and parents that work with students every day. For nearly 30 years, Principal EL has taken on this challenge with the absolute belief that every child can and will learn, as long as adults in their world care enough not to give up!

Principal EL believes that resilient leaders make courageous decisions, take risks and challenge the status quo. They are able to bounce back from adversity to become innovative and transformational to ensure all teachers and students achieve their dreams, no matter

the odds. Transformational leaders shift mindsets and inspire others to effect change. In his thought-provoking presentations, Principal EL shares how we can change school cultures and foster a positive school climate so teachers and leaders can focus on the protective processes that build resilience in all of our students.

Principal EL is currently a K-8 school leader in Wilmington, Delaware and is the author of two best-selling books and frequently appears on The Dr. Oz show, C-SPAN, CNN, and NPR radio. He was honored as an "Inspiring American Icon" in Reader's Digest Magazine and appeared on the Oprah Radio Network.

FRIDAY Breakout Sessions

PLEASE NOTE: Sessions may be updated or added. For an up-to-date schedule (with times and room numbers) visit WASB.org/convention.

Financial Roles & Responsibilities of School Board Members

The financial roles and responsibilities of school board members, including relevant statutes, will be reviewed in this session. Additionally, the presenter will address policy development and budgeting practices and procedures.

WASB

A School Board Annual Work Calendar — Ensuring the #1 Thing is the Number #1

As the most important decision-making group in the school district, the school board must use its time judiciously during board meetings.

This session is about the development of a school board's annual work calendar, how this tool can hold school district leaders accountable for goals and ensure that the school board's work is aligned to the goals of the district.

Sun Prairie Area School District

Are Your Schools Designed for Learning? How to Tell and Why It Matters

Unless we redesign the intersection of learning and teaching, we will never achieve the outcomes and the level of excellence our communities, economy and society expect and need from our schools. This session will cover what it means to be a learner-centered

school and the research that supports it. Participants will leave the session with useful ideas and practical strategies to begin this urgent and important journey.

The Institute for Personalized Learning at CESA #1

Building Safe Rural Schools

This session will discuss how a rural school district can build a collaborative process to review, implement, and improve school safety. It will cover building working relationships with local emergency response agencies, reviewing policies, and improving structural safety issues.

Gibraltar Area Schools

● **Helping Students Succeed:
Integrating Learning and Health
Through Multi-Sector Partnerships**

A panel of school/district leaders and community partners will discuss how multi-sector partnerships match community resources to school priorities in the areas of mental health/trauma, community/family engagement and achievement gaps. Presenters will share the goals, implementation steps and evidence of success from the collaborative efforts so participants learn strategies they could implement in their own districts.

healthTIDE Schools Team

● **Keeping Your Sanity Throughout
Planning, Design and Construction**

You have a full-time job... and now you need to manage facility planning, design, and construction too. We know what you're thinking, "How am I going to do all this?" Learn how your peers have navigated the process of planning for a referendum, designing spaces and managing construction.

DeForest Area, McFarland, Oregon, and Waukesha School Districts

● **Character Education:
The Pathway from Good to Great**

Research shows schools that have a strong focus on social, emotional and character development (SECD) improve test scores and attendance rates while decreasing office referrals and suspensions. They have more success recruiting and retaining teachers, and they increase the overall sense of well-being in their communities. In this session, you will hear from leaders in Wisconsin Schools and Districts of Character that have discovered a pathway from good to great. This panel of urban and rural district-level administrators will share how they learned to leverage the principles of character education to enhance the climate and culture of their schools.

Wisconsin Character Education Partnership (WCEP)

● **Moving from Redefining Ready
to Creating the Pipeline**

Elkhorn Area School District utilizes

a variety of programs from AVID to Project Lead the Way to ensure all K-12 students are exposed to future-ready skills while using Redefining Ready measurements to gauge our success. By partnering with economic development organizations, local business partners, Gateway Technical College, and others to create numerous pathways, the district has seen a significant increase in dual-credit enrollment, certification acquisition, and career-based learning experiences.

Elkhorn Area School District

● **Navigating Through Conflict**

School board members have the responsibility of making many important decisions throughout the year. How the conflict is handled will affect the ability of the board to function as a supportive team. Effective school boards practice constructive ways to navigate through high-stakes issues. This session addresses a variety of methods to deal with difficult issues and will review techniques that can lead to constructive and collaborative ways to resolve conflicts.

WASB

● **Passing an Operational
Referendum a Second Time**

The Manitowoc Public School District passed a \$2 million, three-year operational referendum in April 2015. In 2018, school finances, revenue limits and increasing costs required the district to go back to the voters for an additional \$3.5 million for three years. Learn the strategy, key messages and tactics used to educate the community about the need for additional resources and to pass a second operational referendum.

Manitowoc School District

● **Teacher Compensation: A Model
that Advances District Interests and
Maintains Teacher Agency**

Learn what it takes to collaboratively develop an alternative teacher compensation model that can be supported by teachers, administrators and the school board. The model

approved by the G-E-T school board in 2016 has successfully addressed competitive wages, attracted and retained teachers, and satisfied teachers' desire for control, the administration's desire to promote professional development, and the board's desire for sustainability.

Gale-Ettrick-Trempeleau School District

● **From Managers to Leaders:
Guiding Principals to Become
Instructional Leaders**

For a school and a district to attain the vision of high levels of learning for ALL students, principal instructional leadership must be intentionally cultivated. During this session, we will examine the way in which a district-level administrative team, focused on student achievement, can train and support principals in moving from management to instructional leadership using research from John Hattie and the Wallace Foundation.

Fond du Lac School District

● **The Key to Sustained Success –
Happiness First!**

Research has shown that the recipe for success and happiness is reversed — *happiness* leads to *success*. Join the staff of two districts as they share their journeys in investing and leveraging happiness to build culture, student growth and overall achievement. They'll provide insight and ideas on how to positively impact every measurable variable in a district.

North Fond du Lac and Spring Valley School Districts

● **WASB Legislative Update**

The start of a new legislative session always brings challenges and opportunities. WASB's Government Relations team will explore some of the key challenges and opportunities for K-12 education in the upcoming session, including whether the 2019-21 state budget will provide funding reforms and necessary resources for schools.

WASB

Celebrating the Arts

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

STUDENT MUSIC PERFORMANCES

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



WEDNESDAY | Jan. 23
General Session
Richland Center High School
Symphonic Band
(pictured above)

THURSDAY | Jan. 24
General Session
Green Bay East High School
Red Devil Jazz

FRIDAY | Jan. 25
General Session
Waupaca High School
Mad Jazzers

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 2019 State Education Convention.**

Sponsored by Liberty Mutual Insurance

STUDENT CONVENTION VIDEO TEAM



We are seeking a team of students to capture the convention experience on camera. The WASB is taking applications from interested student teams. One team

will be selected to attend at least one day of the convention and produce a short video highlighting some of the activities, speakers and events that will make up the 2019 State Education Convention.

For more information, visit wasb.org/convention. Select "Request for Proposals." Apply online by Nov. 9.

Creative Solutions, Innovative Products, and Much More

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



Look for these Exhibit Hall Attractions

Morning Refreshments in the Exhibit Hall

Complimentary juices, coffee and a selection of breakfast foods will be available in the Exhibit Hall on Wednesday morning (Jan. 23), from 9-10 am. *Sponsored by WEA Trust.*

Internet Café/Charging Station

Computers with Internet access are available in the Internet Café. Stop by during the dedicated Exhibit Hall hours for special presentations.

Lifetouch Photo Booth

The Lifetouch 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 2019 convention. Lifetouch will again be offering free professional photos for use by members' school districts.

WASB Commons

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

Sustainable Schools Pavilion

Interested in learning more about how to make your schools Green & Healthy schools? Visit the Sustainable Schools Pavilion in the Exhibit Hall for hands-on demonstrations, knowledgeable experts, informative presentations and take-home resources.

During the dedicated Exhibit Hall hours, stop by for short exclusive presentations. *Pavilion sponsored by Focus on Energy, Green & Healthy Schools Wisconsin, and WEA Trust.*

School Fair

Stop by the School Fair to see innovative programs, ideas and classes by school leaders, teachers and students from around the state.

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. 23

- 9 – 10 am Complimentary morning refreshments sponsored by WEA Trust.
- Noon – 1:30 pm
- 2:30 – 3:30 pm

► THURSDAY, JAN. 24

- 9:45 – 10:45 am
- 11:45 am – 1:45 pm



2019 CONVENTION SCHEDULE

TUESDAY | JANUARY 22

- Noon - 6 pm **REGISTRATION** Wisconsin Center
(Note: Pre-Convention Workshop attendees register at the Hyatt Regency Milwaukee beginning at 1 pm.)
- 1 - 5 pm **CONVENTION BOOKSTORE** Wisconsin Center
- 1:30 - 5 pm **PRE-CONVENTION WORKSHOPS**
Hyatt Regency Milwaukee
- 7 - 8 pm **PRE-DELEGATE ASSEMBLY DISCUSSION**
Hilton Milwaukee City Center

WEDNESDAY | JANUARY 23

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

- 7 am - 5 pm **REGISTRATION**
- 8 - 9 am **BREAKOUT SESSIONS**
Including **CONVENTION/DELEGATE ORIENTATION**
- 8 am - 5 pm **BOOKSTORE**
- 9 - 10 am **DEDICATED EXHIBIT HALL TIME**
MORNING REFRESHMENTS in the Exhibit Hall
Kick-off the convention with morning refreshments sponsored by WEA Trust.
- 9 am - 4:30 pm **EXHIBIT HALL**
- 10 am - Noon **GENERAL SESSION**
Steve Pemberton, keynote speaker (Sponsored by UnitedHealthcare); Richland Center High School Symphonic Band, music showcase
AWARD PRESENTATIONS Educators and administrators of the year; Wisconsin Student Art Award
- Noon - 1:30 pm **LUNCH;**
DEDICATED EXHIBIT HALL TIME
- 1:30 pm **DELEGATE ASSEMBLY**
- 1:30 - 2:30 pm **BREAKOUT SESSIONS**
- 2:30 - 3:30 pm **DEDICATED EXHIBIT HALL TIME**
- 3:30 - 4:30 pm **BREAKOUT SESSIONS**
- 4:30 - 5:30 pm **NETWORKING RECEPTION**
Hilton Milwaukee City Center (sponsored by Forecast5 Analytics and PMA Financial, and Security Health Plan)

THURSDAY | JANUARY 24

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

- 7 - 8:30 am **WASB BREAKFAST**
Hilton Milwaukee City Center **Tasha Schuh** speaker
(Sponsored by The Insurance Center)
- 8 am - 3 pm **REGISTRATION; WASB BOOKSTORE**
- 8:45 - 9:45 am **BREAKOUT SESSIONS**
- 9 - 11:15 am **EDUCATION TOUR** (times subject to change)
- 9 am - 2 pm **EXHIBIT HALL**
- 9:45 - 10:45 am **DEDICATED EXHIBIT HALL TIME**
- 10:45 - 11:45 am **BREAKOUT SESSIONS**
- 11:15 am - 1:45 pm **LUNCH;**
DEDICATED EXHIBIT HALL TIME
- Noon - 1:15 pm **WASDA LUNCHEON;**
WASBO LUNCHEON Hilton Milwaukee City Center
- 1:45 - 2:45 pm **BREAKOUT SESSIONS**
- 3 - 5 pm **GENERAL SESSION**
Michele Borba, keynote speaker (Sponsored by Wisconsin Character Education Partnership); WASB President Mary Jo Rozmenoski, speaker; Red Devil Jazz from Green Bay East High School, music showcase
SCHOOL BOARD SERVICE AWARDS

FRIDAY | JANUARY 25

All events take place at the Wisconsin Center.

- 8 - 9 am **BREAKOUT SESSIONS**
- 9:15 - 10:15 am **BREAKOUT SESSIONS**
- 10:30 am - 12:15 pm **GENERAL SESSION**
Salome Thomas-El, keynote speaker; MadJazzers from Waupaca High School, music showcase

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. Select "Attendee Services" and then "Hotel Accommodations."

Aloft Milwaukee*

877-462-5638, aloftmilwauekedowntown.com

Courtyard Marriott Milwaukee Downtown*

800-321-2211, marriott.com

Doubletree by Hilton Milwaukee Downtown*

414-273-2950, doubletree.hilton.com

Fairfield Inn & Suites Milwaukee Downtown*

414-224-8400, fairfield.marriott.com

Hampton Inn and Suites*

800-426-7866, hamptonmilwaukee.com

Hilton Milwaukee City Center

414-271-7250, hilton.com

Hyatt Regency Milwaukee

888-421-1442, milwaukee.hyatt.com

Springhill Suites Milwaukee Downtown

877-688-4615, marriott.com

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

* **Complimentary shuttle service** provided by Lamers Bus Lines will run between the Wisconsin Center and these convention hotels on Wednesday, Jan. 23 and Thursday, Jan. 24. Visit the Convention website (WASB.org/convention) for details about reservation blocks — including pricing requirements, reference codes and direct links.

REGISTRATION FORM



CONVENTION 2019

Wisconsin State Education Convention

January 23-25, 2019 • Wisconsin Center • Milwaukee, WI

REGISTER ONLINE! WASB.org/convention

FULL NAME

SCHOOL DISTRICT

FIRST NAME FOR BADGE

ADDRESS

Your Title for Badge PLEASE CHECK ONLY ONE

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

CITY / STATE / ZIP

TELEPHONE

Dietary Restrictions (if selecting a meal)

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

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

To opt out of convention-related emails from exhibitors, check here: ☐
 (NOTE: This opt out does not apply to post-convention emails resulting from an attendee allowing an exhibitor to scan his/her badge on site.)

Complimentary Spouse Registration

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

- ☐ Yes, please register my spouse

SPOUSE'S NAME

SEND COMPLETED FORM TO:

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

REGISTRATION DEADLINES

EARLY BIRD – Dec. 15, 2018
 REGULAR – Jan. 4, 2019
 Meal Reservation Deadline – Jan. 4, 2019

CANCELLATIONS

No refunds will be given unless
 cancellation is received by
 5 pm, Jan. 4, 2019

REGISTRATION

PEOPLE TOTAL

EARLY BIRD Registration

WITH FULL PAYMENT ONLY
 Must be received BY Dec. 15, 2018

_____ × \$230 = \$ _____

STANDARD Registration

Payments received AFTER Dec. 15, 2018

_____ × \$265 = \$ _____

Virtual Attendee Add-On

(access to recorded sessions added to standard registration)

_____ × \$55 = \$ _____

Virtual Attendee ONLY

(access to recorded sessions only)

_____ × \$95 = \$ _____

SPECIAL EVENTS

PRE-CONVENTION WORKSHOPS, TUESDAY, Jan. 22

- ☐ **WORKSHOP:** Cultural and Legal Framework of Effective Boards _____ × \$70 = \$ _____
☐ **WORKSHOP:** Goal Monitoring and Accountability Plans _____ × \$70 = \$ _____
☐ **WORKSHOP:** Poverty 101: Breaking the Iron Cage _____ × \$70 = \$ _____
☐ **WORKSHOP:** School Finance Puzzle _____ × \$70 = \$ _____

CONVENTION TOUR, THURSDAY, Jan. 24

- ☐ UWM School of Freshwater Sciences _____ × \$5 = \$ _____

MEAL FUNCTIONS

- ☐ **WASB BREAKFAST**
 7 am, Thursday, Jan. 24 _____ × \$37 = \$ _____
☐ **WASDA LUNCHEON**
 Noon, Thursday, Jan. 24 _____ × \$40 = \$ _____
☐ **WASBO LUNCHEON**
 Noon, Thursday, Jan. 24 _____ × \$40 = \$ _____

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

METHOD OF PAYMENT

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

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

CREDIT CARD NUMBER EXP. DATE

NAME ON CARD VERIFICATION CODE

SIGNATURE DATE

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



NOTE: This is a complete listing of exhibitors as of press time. Visit WASB.org/convention for an updated listing of exhibitors or reference the 2019 State Education Convention Guide. ♦ WASB Service Associate ★ 2019 Convention Sponsor

Administrative Software and Integration Tools

4Schools
BoardDocs
CESA 7
Infinite Campus
OASYS, LLC
Otus
Pro-Team Foodservice Advisors
♦ Skyward, Inc.
TimeClock Plus
zizzl a Benefits and Payroll Co.

Associations, Non-Profits, and Government Agencies

Associated General Contractors of Wisconsin
CESA 5
Dept of Financial Institutions, Office of Financial Literacy
Focus on Energy
Midwest Educational Furnishings, Inc.
National School Boards Association
State Trust Fund Loan Program
WestEd
Wisconsin Art Education Association
Wisconsin Association of School Boards
Wisconsin Association of School Business Officials

Wisconsin Association of School District Administrators

Wisconsin Department of Public Instruction – School Nutrition Team

Wisconsin Interscholastic Athletics Association

Wisconsin Rural Schools Alliance

Wisconsin School Music Association

Wisconsin School Public Relations Association

Athletics: Equipment, Seating, Surfacing

Anderson Ladd
AstroTurf
Balestrieri Environmental & Development, Inc.
Baseman Floors, Inc.
Boland Recreation, Inc.
Carroll Seating Company
Fisher Tracks, Inc.
Gerber Leisure Products
Gopher
GT Grandstands, Inc. a Playcore Co.
Gym Boys LLC
Haldeman Homme Inc
J W Industries, Inc.
Lee Recreation, LLC
Marshfield Book & Stationery
Miller & Associates –

Sauk Prairie, Inc.
Northland Recreation LLC
ProStar Surfaces

Audio, Video, Multimedia Equipment and Design

LightSPEED Technologies, Inc.

Awards and Recognition Programs

Wisconsin Health and Physical Education, Inc.

Business Services

#SocialSchool4EDU
Dorreen Dembski Communication Services, LLC
ESS
Heartland Business Systems
♦ Key Benefit Concepts, LLC
MidAmerica Administrative & Retirement Solutions
REALiving
Sadoff E-Recycling & Data Destruction
TIPS - The Interlocal Purchasing System
Walgreens
★ WEA Member Benefits

Distance and Online Learning Services

BYU Independent Study

Destination Career Academy of Wisconsin

Rural Virtual Academy

Wisconsin Virtual School/ CESA 9

Educational Management and Consulting and/or Research

#SocialSchool4EDU
CESA 10
CESA 5
McPherson & Jacobson LLC
OASYS, LLC
Rachel Wixey & Associates
♦ Studer Education
Wisconsin Department of Public Instruction – School Nutrition Team

Enrichment Programs and Curricular Programs

Dream Flight USA
LAB Midwest, LLC
Project Lead the Way
Rural Virtual Academy
Viterbo University
Wisconsin School Music Association
Wisconsin Virtual School/ CESA 9

**Facilities: Architecture,
Design, Engineering**

Abacus Architects, Inc.
ATS&R Planners/Architects/
Engineers
Ayres Associates
◆ Bray Architects
County Material Corporation
◆ Eppstein Uhen Architects, Inc.
FEH Design
Groth Design Group, Inc.
◆ Hoffman Planning,
Design & Construction, Inc
HSR Associates, Inc.
JSD Professional Services
Kapur & Associates, Inc.
Karges-Faulconbridge, Inc.
Kessenich's Ltd.
Kraus-Anderson
LHB, Inc.

McKinstry
MEP Associates, LLC
★ Nexus Solutions
OPN Architects, Inc.
Performance Services, Inc.
◆ Plunkett Raysich
Architects, LLP
Point of Beginning, Inc.
Rettler Corporation
SDS Architects, Inc.
Somerville, Inc.
Spancrete
Techline America
Wendel

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

Apex Efficiency Solutions, SBC
Associated General Contractors
of Wisconsin

Athletic Field Services, Inc.
C.D. Smith Construction, Inc.
CESA 10
◆ CG Schmidt, Inc
County Material Corporation
Custofoam Corporation
Gilbane Building Company
Greenfire Management
Services
H&H Energy Services
◆ Hoffman Planning,
Design & Construction, Inc
◆ J.H. Findorff & Son, Inc.
◆ JP Cullen
Keller, Inc.
Kraemer Brothers, LLC
Kraus-Anderson
L & A Crystal
Market & Johnson, Inc.
McKinstry

◆ Miron Construction Co., Inc.
★ Nexus Solutions
Performance Services, Inc.
Point of Beginning, Inc.
Rauch Clay Sales Corporation
Rettler Corporation
◆ Scherrer Construction
Company, Inc.
Schmidt Custom Floors
Siemens Building Technologies
Spancrete
Techline America
Trane-Wisconsin
Unesco
◆ VJS Construction
Services, Inc.
Wisconsin Construction Craft
Laborers

Tip for solving facilities problem:

Listen + Plan + Fund + Design + Build
= Nexus

+ Complete
referendum
services too!

The equation is simple. Nexus Solutions helps K-12 schools solve facility problems by offering a comprehensive approach to facility planning. We provide a single source to help you plan, fund, design and build your facility improvements.

Let us help solve your facilities problems:

Steve Schonert @ 262.422.1284 • Rob Brown @ 715.315.0140
Jeff Mangan @ 608.515.2632 • Mike David @ 414.212.8362

NEXUS
SOLUTIONS

Facilities: Flooring and Wall Coverings

Anderson Ladd
 Baseman Bros. Inc.
 Baseman Floors, Inc.
 Emmons Business Interiors
 Haldeman Homme Inc
 L & A Crystal
 ProStar Surfaces
 Rauch Clay Sales Corporation
 Schmidt Custom Floors
 Stalker Sports Floors

Facilities: Furnishings and Shelving

Alexander Furnishings
 Specialists, Inc.
 Carroll Seating Company
 CESA Purchasing
 Emmons Business Interiors
 Frank Cooney

Haldeman Homme Inc
 Lowery McDonnell Co.
 Marshfield Book & Stationery
 Midwest Educational
 Furnishings, Inc.
 MiEN Environments
 Techline America
 Virco Manufacturing Corp.
 WB Manufacturing

Facilities: Hardware, Doors, Windows, Lab Equipment

LaForce, Inc.
 Trane-Wisconsin

Facilities: Lighting

Apex Efficiency Solutions, SBC
 H&H Energy Services
 Karges-Faulconbridge, Inc.
 MEP Associates, LLC

Musco Sports Lighting
 Siemens Building Technologies
 Sodexo
 Somerville, Inc.
 Upper 90 Energy

Facilities: Mechanical Systems, Energy Services

Apex Efficiency Solutions, SBC
 ATS&R Planners/Architects/
 Engineers
 CESA 10
 Complete Control Inc.
 Focus on Energy
 H&H Energy Services
 Karges-Faulconbridge, Inc.
 Landmark Services Cooperative
 McKinstry
 MEP Associates, LLC
 North American Mechanical, Inc.
 Performance Services, Inc.

Siemens Building Technologies
 Sodexo
 Somerville, Inc.
 Trane-Wisconsin
 Upper 90 Energy
 Wendel

Facilities: Roofing

Custofoam Corporation
 LeafFilter North of Wisconsin, LLC

Financial Services, Consulting and Accounting

American Deposit
 Management Co.
 ARAMARK K-12 Education
 ♦ ★ Baird Public Finance
 ClearGov
 Dept. of Financial Institutions,
 Office of Financial Literacy
 Ehlers & Associates, Inc.

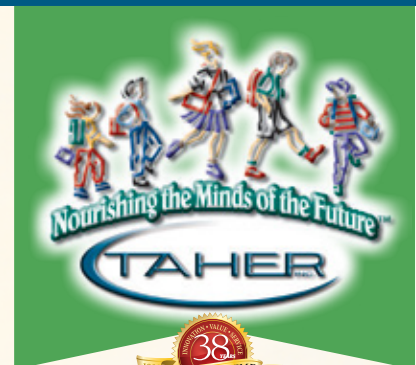
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★ PMA Financial Network, Inc.
◆ Springsted Incorporated
★ WEA Member Benefits
Wisconsin Public Finance Professionals, LLC

Food Service Management, Equipment and Products

ARAMARK K-12 Education
Arbor Management, Inc.
A'viands Food & Services Management
Chartwells School Dining Services
Kessenich's Ltd.
Pro-Team Foodservice Advisors
SFE – Southwest Foodservice Excellence
Sodexo
Taher, Inc.

Fundraising Programs and Services

All American Workwear

Higher Education

Concordia University Wisconsin
Viterbo University

Information Management Services and Consulting

★ Forecast5 Analytics, Inc.

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

Ansay & Associates, LLC
◆ Associated Benefits and Risk Consulting
BeneCo of Wisconsin, Inc.
◆ Community Insurance Corporation/WCA Group Health Trust
Cottingham & Butler
Dean Health Plan

★ Delta Dental of Wisconsin
First Agency, Inc.
★ Go365 by Humana
◆ Key Benefit Concepts, LLC
Kunkel & Associates, Inc.
◆ ★ M3 Insurance
◆ National Insurance Services
Network Health
Prevea360 Health Plan
★ Security Health Plan of Wisconsin, Inc.
The Alliance
★ The Insurance Center
◆ Tricor Insurance, Inc.
◆ ★ UnitedHealthcare
Walgreens
WEA Member Benefits Long-Term Care Insurance Program
★ WEA Trust
WPS Health Insurance
zizzl a Benefits and Payroll Co.

Insurance: Property and Casualty

◆ Associated Benefits and Risk Consulting
Cottingham & Butler
◆ EMC Insurance Companies
◆ Gallagher
Kunkel & Associates, Inc.
★ Liberty Mutual Insurance
◆ ★ M3 Insurance
Marsh & McLennan Agency
★ The Insurance Center
★ WEA Member Benefits

Insurance: Third-Party Administration

◆ Community Insurance Corporation/WCA Group Health Trust
Cottingham & Butler
Diversified Benefit Services, Inc.
First Agency, Inc.
◆ Gallagher

★ Go365 by Humana
MidAmerica Administrative & Retirement Solutions
★ Security Health Plan of Wisconsin, Inc.
Student Assurance Services, Inc.
★ The Insurance Center
◆ Tricor Insurance, Inc.
◆ ★ UnitedHealthcare
WPS Health Insurance

Insurance: Workers Compensation

◆ Associated Benefits and Risk Consulting
◆ Gallagher
★ Liberty Mutual Insurance
◆ ★ M3 Insurance

Janitorial Services, Cleaning Supplies and Equipment

ARAMARK K-12 Education
Dashir Management Services, Inc.
Kessenich's Ltd.
Lowery McDonnell Co.
Schmidt Custom Floors

Legal Services

Boardman & Clark, LLP, Attorneys at Law
Davis & Kuelthau, S.C.
◆ Strang Patteson Renning Lewis & Lacy, s.c.
◆ von Briesen & Roper, S.C.
Wisconsin Association of School Boards

Management, Consulting and/or Research

BeneCo of Wisconsin, Inc.
CenterPoint Energy Services
ClearGov
Dorreen Dembski Communication Services, LLC
McPherson & Jacobson LLC
NEOLA, Inc.

Pro-Team Foodservice Advisors
◆ School Perceptions
◆ Springsted Incorporated
UW-Madison Applied Population Laboratory

Market Place

Cella's Jewelry
Usborne Books & More

Office and School Supplies and Equipment

CESA Purchasing
First Technologies, Inc.
Lowery McDonnell Co.
Marshfield Book & Stationery
★ Vanguard Computers, Inc.
Virco Manufacturing Corp.
WB Manufacturing

Playground and Sporting Equipment

Boland Recreation, Inc.
Commercial Recreation Specialists
Gerber Leisure Products
Gopher
Lee Recreation, LLC
Miller & Associates – Sauk Prairie, Inc.
Northland Recreation LLC
SafetyFirst Playground Maintenance

Policy Services

Boardman & Clark, LLP, Attorneys at Law
NEOLA, Inc.
◆ Strang Patteson Renning Lewis & Lacy, s.c.
Wisconsin Association of School Boards

Professional Development

#SocialSchool4EDU
Associated General Contractors of Wisconsin

AVID

Boardman & Clark, LLP,
Attorneys at Law

CESA 5

CESA 7

LightSPEED Technologies, Inc.

Mathematics Institute of
Wisconsin

McPherson & Jacobson LLC

REALiving

Viterbo University

Wisconsin Department of
Public Instruction - School
Nutrition Team

Wisconsin Health and Physical
Education, Inc.

Wisconsin School Music
Association

Wisconsin Virtual School/
CESA 9

**Security and Alarm Systems
Consulting and Design**

Complete Control Inc.

◆ EMC Insurance Companies

LaForce, Inc.

SecureTech Systems, Inc.

Signs and Scoreboards

Gerber Leisure Products

**Strategic Planning,
Management Consulting**

CenterPoint Energy Services

ClearGov

Ehlers & Associates, Inc.

FEH Design

★ Nexus Solutions

◆ Springsted Incorporated

◆ Studer Education

UW-Madison Applied
Population Laboratory

Survey Services

CESA Purchasing

Rettler Corporation

◆ School Perceptions

◆ Studer Education

Teaching Services

ESS

Rachel Wixey & Associates

Rural Virtual Academy

Teachers On Call a Kelly
Services Company

Wisconsin Health and Physical
Education, Inc.

**Theater Supplies, Services
and Productions**

Mainstage Theatrical
Supply, Inc.

**Transportation Products
and Services**

◆ Dairyland Buses, Inc

Go Riteway Transportation Group

★ Lamers Bus Lines, Inc

Landmark Services Cooperative

Mid-State Truck Service, Inc.

Nelson's Bus Service, Inc.

Wisconsin Bus Sales –
Blue Bird



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Search Services

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Visit wasb.org



Immigration Issues and Students

Immigration and the status of students in the United States without proper authorization (“undocumented students”) is not a new issue with respect to Wisconsin school districts. The rights of undocumented students and districts’ responsibilities to them have been generally well defined by law and policy. However, the current administration’s aggressive immigration enforcement policy, which includes deportation of undocumented individuals, has not only created anxiety for undocumented students and their families, but has also given rise to renewed questions in districts about their obligations. This *Legal Comment* will review the rights of undocumented students and what districts can or cannot do with respect to those students and those enforcing immigration laws.*

■ Constitutional Rights

The United States Supreme Court weighed in on the issue in 1982 in the case of *Plyler v. Doe*.¹ That case involved a Texas law which authorized districts to deny enrollment in public schools to undocumented students. Federal law prohibited (and still does) any person from intentionally concealing, harboring, or shielding an illegal alien from detection where the alien’s illegal immigration status is known.² “Harboring” includes any conduct tending substantially to facilitate an undocumented individual remaining

illegally in the country.³ Relying on those laws, the Tyler Independent School District adopted a policy requiring undocumented students to pay tuition if they did not possess, or were not in the process of securing, documentation showing that they were legally present in the United States. A group of students from Mexico who could not establish that they were legally present in the United States brought a class action lawsuit challenging the Texas law and the district’s policy on constitutional grounds.

The Supreme Court concluded that the Texas law violated the United States Constitution’s Equal Protection Clause. While the Court recognized that Texas had a legitimate interest in protecting itself from an influx of undocumented students, the Court found no evidence to suggest that any undocumented students came to the country to avail themselves of a free education. The Court also found no evidence that the exclusion of undocumented students was likely to improve the overall quality of education in Texas.

In contrast, the Court highlighted that “education has a fundamental role in maintaining the fabric of our society” and “provides the basic tools by which individuals might lead economically productive lives to the benefit of us all.”⁴ Noting that undocumented students “can affect neither their parents’ conduct nor their own

status,” the Court emphasized that denying those students access to a public education “imposes a lifetime hardship on a discrete class of children not accountable for their disabling status... By denying these children a basic education, we deny them the ability to live within the structure of our civic institutions, and foreclose any realistic possibility that they will contribute in even the smallest way to the progress of our Nation.”⁵

Plyler makes it clear that undocumented students have a constitutional right to an elementary and secondary public education and that a state may not deny such students access to public schools. *Plyler* remains the operating principle governing districts’ obligation to educate undocumented students, notwithstanding the current enforcement policy. However, while the education of undocumented students falls within the protection of *Plyler*, more active district conduct, such as calling undocumented students’ parents to warn them about an impending enforcement action, could fall outside of *Plyler*’s protections.

■ Statutory Rights

In addition to *Plyler*, there are a number of federal statutes which provide rights to undocumented students and create certain obligations for districts. For example, Title IV prohibits discrimination on the basis of race, color, citizenship, or national origin, among other

Plyler makes it clear that undocumented students have a constitutional right to an elementary and secondary public education and that a state may not deny such students access to public schools.

factors, by public elementary and secondary schools.⁶ Title VI prohibits discrimination by recipients of federal financial assistance on the basis of race, color, or national origin.⁷ Title VI regulations, moreover, prohibit districts from unjustifiably utilizing criteria or methods of administration that have the effect of subjecting individuals to discrimination because of their race, color, or national origin, or have the effect of defeating or substantially impairing accomplishment of the objectives of a program for individuals of a particular race, color, or national origin.⁸ In order to comply with these laws, districts cannot discriminate on the basis of race, color, or national origin, which includes preventing students from enrolling in public schools at the elementary and secondary level on the basis of their citizenship or immigration status.

In their enforcement role with respect to these statutes, the United States Departments of Justice and Education jointly issued a “Dear Colleague Letter” (“Letter”) and accompanying FAQ which outlines districts’ rights and responsibilities with respect to particular district practices involving undocumented students. Included in the advice contained in the Letter are the following enforcement points:

- A district may not request information with the purpose or result of denying access to public schools on the basis of race, color, or national origin.
- A district may not bar a student from enrolling in its schools because the student cannot provide a birth certificate or has records that indicate a foreign place of birth, such as a foreign birth certificate.
- A district can require students or their parents to provide proof of residency within the district in

order to ensure that its educational services are enjoyed only by district residents (*e.g.*, water bills or lease agreements). However, a district cannot deny a homeless child (including a homeless child who is undocumented) enrollment because the child cannot provide documents establishing residency.⁹

- A district may request documentation to show that a student falls within its minimum and maximum age requirements, including a religious, hospital, or physician’s certificate showing date of birth; an entry in a family bible; an adoption record; an affidavit from a parent; a birth certificate; or previously verified school records.
- A district has certain obligations under federal and state law to report data, including the race and ethnicity of their students. However, districts cannot use this data to discriminate against students or bar a child from enrolling if the child or parent does not provide race or ethnicity data to the district.
- A district may request students’ social security numbers from students and/or their parents. If the district has such a requirement, it must be uniformly applied to all students and not applied in a selective manner to specific groups of students. Districts may not deny enrollment to a student if the student or parent chooses not to provide a social security number.¹⁰ If a district chooses to request a social security number, it must inform the individual that the disclosure is voluntary, provide the statutory or other basis upon which it is seeking the number, and explain what uses will be made of it.¹¹

■ Immigration Enforcement Protocol

On October 24, 2011, the United States Immigration and Customs Enforcement (“ICE”) issued a memorandum (“2011 memo”) to its field office directors to ensure that “enforcement actions do not occur at nor are focused on “sensitive locations” except when they have upper-level supervisory approval or exigent circumstances exist.”¹² Since its issuance, districts have understood that, barring certain circumstances, ICE would not carry out immigration enforcement actions in district buildings.

The policy identifies “sensitive locations” to include schools, including pre-schools, licensed day-cares, early learning programs, and primary and secondary schools. “Sensitive locations” also include scholastic or educational-related activities or event and school bus stops that are marked and/or known to an enforcement officer, during periods when children are present at the stop.

In February 2017, however, then Department of Homeland (“DHS”) Secretary John Kelly signed a memorandum implementing President Trump’s Executive Order entitled “Border Security and Immigration Enforcement Improvements” issued on January 25, 2017, which raised questions about whether the 2011 memo still represented ICE’s enforcement policy. According to DHS, its official position is that the 2017 Executive Order did not supersede the 2011 memo, which remains ICE’s current enforcement policy.¹³

The actions covered by ICE’s 2011 memo include arrests, interviews, searches and, for purposes of immigration enforcement only, surveillance. The policy does not cover actions such as obtaining records, documents and materials from districts; providing notice to districts; serving subpoenas; engaging in Student and Exchange Visitor

Program (SEVP) compliance and certification visits; or participating in official functions or community meetings.

The 2011 memo indicates that it is not intended to categorically prohibit enforcement actions in sensitive locations when there is an immediate need for enforcement action. In such cases, the action must be approved by supervisory ICE personnel who are to “take extra care when assessing whether a planned enforcement action could reasonably be viewed as causing a significant disruption to the normal operations of the sensitive location.” ICE has defined when there is an immediate need for enforcement to include circumstances involving a national security or terrorism risk; an imminent risk of death, violence or physical harm to a person or property; the immediate arrest or pursuit of a dangerous felon, terrorist suspect, and anyone who presents an imminent danger to public safety; or imminent risk of destruction of evidence material to an ongoing criminal case.

■ Warrant Enforcement

Should an ICE official appear in a district to execute an enforcement action, it is important for the district to know the difference between two types of warrants utilized by ICE. One is a judicial warrant which is an official court document signed by a judge. A judicial warrant authorizes law enforcement to enter a location where there is a reasonable expectation of privacy in order to execute an arrest warrant, including schools. The second type of warrant is an administrative warrant which is not signed by a judge, but rather by an ICE agent. Administrative warrants do not give an ICE agent the authority to enter a place where a

person has a reasonable expectation of privacy, which includes schools. Districts are required to honor judicial warrants.

■ School Records

Under the Family Educational Rights and Privacy Act (“FERPA”), student records that are created or maintained by a district must be kept confidential absent consent from an adult student or a parent or guardian of a minor student.¹⁴ This includes ICE requests for documents. However, one of the FERPA exemptions for which consent is not required is when the request is made pursuant to a judicial order or lawfully issued subpoena.¹⁵ In such cases, a district may only disclose student information pursuant to a lawfully issued judicial order or subpoena if the district makes a reasonable effort to notify the parents, adult student or legal guardians of the judicial order or subpoena in advance of compliance so that they have the opportunity to obtain a protective action with the court issuing the subpoena or order.¹⁶ ICE may obtain directory information from a district, which may include information on current residency and place of birth, as long as the district has properly notified the parents and the parents have opted to allow the district to disclose this information.¹⁷

■ Conclusion

Even though the current administration has pursued a more active enforcement role with respect to undocumented students and their parents, the impact of that policy has not altered the status quo with respect to districts. Districts are still constitutionally required to enroll and educate undocumented students. In addition, ICE and other federal

enforcement agencies appear to have maintained an enforcement stance that generally they will not seek to enforce immigration laws on district property. However, if such actions are commenced, for example, to question a student or seek records, districts should understand the nature of their duties when faced with such actions and consult with legal counsel. ■

■ End Notes

This Legal Comment was written by Michael J. Julka and Steven C. Zach, Boardman & Clark LLP, WASB Legal Counsel. For additional information, see Wisconsin School News, “New Legal Requirements for Foreign Students” (August 1997).

1. 457 U.S. 202 (1982).
2. 8 U.S.C. s. 1324(a)(1)(A)(v)(I)-(II).
3. *United States v. Lopez*, 521 F.2d 437 (2d Cir. 1975).
4. *Plyler*, 457 at 221.
5. *Id.*, at 223.
6. 8 U.S.C. s. 1324b; 42 U.S.C. s. 2000c-6.
7. 42 U.S.C. s. 2000d; 28 C.F.R. s. 42.104(b)(2); 34 C.F.R. s. 100.3.
8. 28 C.F.R. s. 42.104(b)(2) and 34 C.F.R. s. 100.3(b)(2).
9. 42 USC s. 11432(g)(3)(C)(i).
10. 5 U.S.C. s. 552a.
11. *Id.*
12. 12 Memo, Morton, Director ICE, Enforcement Actions at or Focused on Sensitive Locations, PN 10029.2 (Oct. 24, 2011).
13. [dhs.gov/news/2017/02/21/qa-dhs-implementation-executive-order-border-security-and-immigration-enforcement](https://www.dhs.gov/news/2017/02/21/qa-dhs-implementation-executive-order-border-security-and-immigration-enforcement) (see Question 26).
14. 20 U.S.C. s. 1232g; 34 C.F.R. Part 99.
15. 34 C.F.R. s. 99.31 (a)(9)(i).
16. 34 C.F.R. s. 99.31(a)(9)(h); 8 U.S.C. s. 1225(d)(ii); 34 CFR s. 99.31(a)(9)(ii).
17. 34 C.F.R. ss. 99.31 (a)(I) and 99.37.



Legislative Council Study Committees Begin Proposing Ideas

While the state Legislature is adjourned until January, Legislative Council study committees continue to work.

One committee worth watching is studying Property Tax Assessment Practices. It was established to resolve a burgeoning dispute between “big box” retailers, pharmacy chains and local property assessors that has shifted property taxes onto homeowners and small businesses.

Big box retail chains have successfully challenged numerous local assessments and lowered their tax bills, arguing that their fully operational stores should be assessed similarly to vacant (or “dark”) store properties. Pharmacy chains have successfully argued that extraordinary financing arrangements, such as complex lease-backs, should not be included when valuing their store properties subject to those arrangements.

To date, committee members have been unable to reach a compromise on proposals to rein in these tax avoidance strategies. This is not surprising given that the study committee’s citizen members are equally split between business and municipal representatives.

At the Oct. 9 meeting, committee members requested a proposal be drafted to require school districts, counties and other taxing jurisdictions to contribute to the legal costs municipalities incur when defending against assessment challenges.

Many municipalities lack the expertise and resources to defend their assessments in court, so they tend to settle, rather than litigate, assessment appeals by commercial property owners using these

strategies. Committee members see having all taxing jurisdictions share in the cost of defending against assessment challenges as one potential solution.

This would require school districts to pick up a large share of the bill for legal services in which they likely would have little control. Schools don’t hire the assessors or control their assessment practices — that is handled by municipalities — and based on the committee’s discussion, it appears doubtful schools would get to choose which law firm to retain or what strategy to follow, including when to proceed or settle.

This committee is scheduled to meet again on Dec. 11.

Another study committee is examining the Investment and Use of the School Trust Funds. This includes the Common School Fund that generates the funds to provide Library Aid to public school libraries. The Common School Fund is administered by the Board of Commissioners of Public Lands (BCPL), which generates income through investments in fixed-income and other securities and by making loans to municipalities and school districts through the state trust fund loan program.

Study committee members have valued the unique role of Library Aid in supporting public school libraries. To date, they have not proposed altering this aid, but are looking to increase the amounts available for distribution each year by finding ways to generate higher returns without introducing unnecessary investment risks.

Members also recognize that the state trust fund loan program benefits many smaller communities. It is unlikely the loan program will be eliminated; however, changes will be proposed to enable private lenders to compete for these loans.

This study committee will meet again on Nov. 14 to hear from the BCPL about ideas to increase earnings.

In addition, a Special Committee on State-Tribal Relations is convened every two years. This year’s committee has focused on whether statutory requirements regarding American-Indian studies in Wisconsin’s schools (“Act 31”) are being followed in all districts.

Ideas include: requiring school board members and administrators to receive training on the implementation of Act 31; requiring the DPI to expand its American-Indian curriculum to cover grades K-3 as well as 4-12 and update it to cover contemporary issues; requiring the DPI to adopt model academic standards; requiring data collection and/or tracking of compliance with Act 31; requiring all teachers to receive instruction in American Indian tribes and bands in Wisconsin as a condition of licensure; and requiring private voucher schools and independent charter schools to follow Act 31 requirements.

Watch the WASB *Legislative Update Blog* and weekly *Legislative e-Newsletter* for updates on these committees and other legislative activity. ■

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