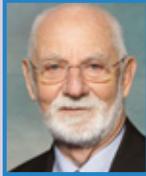


General Session

3 – 5 PM | *Wisconsin Center*

Presiding: **Capt. Terry McCloskey**,
USN Retired, WASB President,
Three Lakes School District



Capt. Terry McCloskey

The Sun Prairie High School Wind Ensemble will kick off the second general session of the 97th State Education Convention.

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

WASB President **Capt. Terry McCloskey** will reflect on his year as WASB president before handing the gavel onto the next WASB president.

Keynote speaker **Dr. Bill Daggett**, will inspire attendees to embrace what is best about our education system and to make the changes necessary to meet the needs of all students in the 21st century.



■ Dr. Bill Daggett

His enlightening, entertaining, and motivating messages have helped his listeners to look at education differently by challenging their assumptions...



THURSDAY KEYNOTE SPEAKER

Dr. Bill Daggett, founder and chairman of the International Center for Leadership in Education, is recognized worldwide for his proven ability to move preK-12 education systems towards more rigorous and relevant skills and knowledge for all students. He has assisted a number of states and hundreds of school districts with their school improvement initiatives.

Dr. Daggett is the creator of the Application Model and Rigor/Relevance Framework™, a practical planning and instructional tool for determining the relevance of curriculum and assessment to real-world situations. Dr. Daggett's Rigor/Relevance Framework has

become a cornerstone of many school reform efforts throughout the U.S.

Dr. Daggett has spoken to hundreds of thousands of educators and education stakeholders in all 50 states. His enlightening, entertaining, and motivating messages have helped his listeners to look at education differently by challenging their assumptions about the purposes, benefits, and effectiveness of American schools. Dr. Daggett inspires his audiences both to embrace what is best about our education system and to make the changes necessary to meet the needs of all students in the 21st century.

THURSDAY FEATURED In-Depth Workshops

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

● How to Tell — and Share — Your District's Story

Learn about effective communication at this fast-paced, thorough session. Effective communication begins with the administration team and board sharing a mutual understanding of what a complete communication strategy looks like, feels like, and how it can be implemented. In this special session, gain best practices for efforts like internal and external communication, community engagement, and communicating about special topics, such as referendums and budgets.

Wisconsin School Public Relations Association

● A Deep Dive Into School Finance

Learn how the revenue limit sets the total dollars that can be raised through state equalization aids and local property taxes for each district. Learn how state equalization aids are calculated based on a district's spending, property tax base and number of students, and about the importance of maintaining a strong fund balance. In this special, in-depth session, improve your understanding of how the overall district budget works and the general concepts of fund accounting while gaining confidence in advocating for school funding for your district.

WASBO

● No Time To Lose: How to Build a World Class Education System State by State

U.S. students are falling behind. In 2013, the National Conference of State Legislatures convened a bipartisan group to study the top-performing countries in education, and the lessons that the U.S. might learn from them. In this special, in-depth session, learn what the study group discovered, and how states like Wisconsin can build a world-class education system.

National Conference of State Legislatures

THURSDAY Breakout Sessions

● Building a High School to Teacher Prep Program Pipeline

Learn about Mauston High School's teacher prep program. Mauston students can complete college coursework and gain career experience before graduation. By completing an entry-level tutoring and then advanced internship placement, students get a real taste of what a career in education entails. Participants in this session will identify elements of an education career pathway likely already in existence in their own districts. Learn how Mauston pulled together various stakeholder groups to support this "grow your own teacher" effort.

Mauston School District

● Transforming Teaching and Learning in Elementary and Secondary Classrooms

The session will provide examples of what a 21st century learning environment looks like and feels like at both elementary and secondary levels. The impact of the use of fundamental applications, including a Learning Management System and productivity software, that contribute to rich learning experiences built in a digital framework will be shared. The focus is on instructional practice and how powerful "change" can be to better engage students.

Neenah Joint School District

● Alignment for Excellence

Leadership potential exists in everyone: teachers, students, administrators, parents, staff members, board members, and community members. Organizations are aligned for excellence when this leadership is identified, nurtured, and empowered in every person. Learn how schools and districts cultivate leadership capacity, establish healthy cultures, and base decision-making and problem-solving on shared purposes and values that result in uncommon alignment between policies, priorities, and practices at all levels.

CESA 7

● Sustaining a 1:1 Initiative: It's Not About the Stuff!

Board members and district/school leaders understand the role technology plays in impacting student achievement and engagement. Session participants will gain insight into processes to transform their school or district, impacting classroom practices that reflect current technologies and how students interact with them.

Pewaukee School District

● Impact of School Buildings on Student Health and Performance: 2017 Research Findings

With state and local budgets growing increasingly limited, funding allocation for school construction and renovation work needs to be carefully weighed. It is

important to ensure that investments contribute to healthier buildings and student learning environments. This session will share a 2017 landmark national research report published by the Harvard T.H. Chan School of Public Health as well as examples from Wisconsin school learning environments. Learn how facilities and the classroom environment impact student health and performance.

Green Schools National Network

● The Value of Surveying Your Community, Staff and Parents

Measuring community, staff and parent engagement and support is critical for school districts. There is a direct correlation between staff engagement, parent satisfaction and how your community perceives your district. Hear how the community and staff

THURSDAY MEAL & NETWORKING PROGRAMS

■ WASB Breakfast Program

*Thursday, Jan. 18, 7-8:30am | Pre-registration required, \$36
Crystal Ballroom, Hilton Milwaukee City Center*

George Koonce played professional football as a linebacker for a decade, the majority of those years with the Green Bay Packers, including as a member of the winning Super Bowl XXXI team in 1997. Following his playing career, George received his Ph.D. from Marquette University. His doctoral dissertation focused on the "Role Transition of National Football League Players: Using the Grounded Theory," which became the basis of his recently released book, "Is There Life After Football."

Currently, George serves as Vice President of the Office of Advancement for Marian University in Fond du Lac, where he provides leadership and strategic direction and is responsible for growing awareness and increasing philanthropic support through community and alumni engagement.

George will share his story of growing up in a socially and economically deprived area of eastern North Carolina, finding success on the gridiron with legends Brett Favre and Reggie White, and how the importance of education drove him to receive a doctorate and dedicate his second career to higher education. In July, George spoke at the WASB Summer Leadership Institute. Attendees enjoyed his message and we're excited to have him join us in Milwaukee. *WASB Breakfast sponsored by The Insurance Center.*



George Koonce

■ WASDA Luncheon

*Thursday, Jan. 18, Noon - 1:15 pm
Pre-registration required, \$39*

Hosted by the Wisconsin Association of School District Administrators, featuring the 2018 Superintendent of the Year. *This is a ticketed event and requires pre-registration.*

■ WASBO Luncheon

*Thursday, Jan. 18, Noon - 1:15 pm
Pre-registration required, \$39*

Join the Wisconsin Association of School Business Officials at its annual luncheon. Hear from the 2018 Wisconsin School Business Official of the Year. *This is a ticketed event and requires pre-registration.*

survey process has helped school districts pass both capital and operating referenda, improve employee morale and increase parent engagement.

School Perceptions

● **Personalized Learning: Designing Spaces for Student Success**

Personalized learning places learners at the center of their school experience. Each student has greater access to their own data, understands, and is knowledgeable about academic standards and the skills needed to demonstrate mastery of those standards. Students' voices inform their choices and shape their learning. As a result, students have a greater sense of ownership and increase their capacity to learn.

Sun Prairie Area School District

● **Staffing Challenges: Established Partnerships that are Working for Wisconsin Schools**

Learn about three unique licensure programs and how they can help license the people you want teaching in your schools. Highly qualified individuals residing in your communities right now can earn an initial or additional license through the Accelerated Certification for Teachers, RITE and/or Center for Additional Teaching Licenses programs. All are approved by the Department of Public Instruction and each offers a path to licensure that provides adult learners with the knowledge and skills they need to be effective professional educators.

University of Wisconsin-Oshkosh

● **Developing, Deploying and Monitoring Strategic Plans**

A key for school board effectiveness is organizational planning. Planning gives life to the school district vision through a process of setting goals and developing accountability measures to gauge progress toward achievement of the desired goals. The development of a strategic plan establishes focus for the district. The effectiveness of a strategic plan is based on deployment and monitoring strategies that are put in place once the plan is developed. These practices align human resources, priori-

tize resource allocation and promote strong board/superintendent teams.

WASB

● **Working in Partnership to Close the Achievement Gap**

The Department of Public Instruction (DPI) is working in partnership with the Regional Educational Laboratory Midwest (RELMW) in the Midwest Achievement Gap Research Alliance. The alliance is supporting efforts in Wisconsin to close the black-white achievement gap. RELMW, DPI staff, and alliance members will present the results of the first year's work, which includes a review of evidence-based practices that work and a tool schools and districts can use to reflect on their own practices.

American Institutes for Research

● **Supporting High Expectations to Raise Achievement of Students with IEPs**

For students with individualized education programs (IEPs) to receive appropriate instruction, schools must develop a culture of high expectations. Schools must bring together a variety of educators to work together to understand student performance, identify disability-related needs, develop individualized goals, align educational services, and analyze student progress. Learn about the Department of Public Instruction's revised sample IEP forms along with guidance to IEP teams that provide strategies on how to support access to rigorous grade-level standards while providing specially designed instruction to meet individual student needs.

Department of Public Instruction

● **Learning through Strategic Program Evaluation: Key Considerations for District and School Leaders**

Hear a non-technical, policy-oriented overview of the importance of program evaluation as a tool for district and school improvement. Specific topics will include the importance of program evaluation, how to develop a logic model, and key considerations in designing and conducting a program evaluation. Selected resources on program evaluation will also be shared,

2018 Spouse
EXCURSION

Milwaukee's BBQ Scene

Thursday, Jan. 18

When you think of Milwaukee, you might think of brats and cheese curds but that won't stop us from seeking out the best of Milwaukee's BBQ scene. With grilling season coming to a close, it is time to dive into something a little more smoky. Attendees will enjoy three stops for BBQ and sides, along with round-trip transportation on this 3.5 hour, narrated, guided tour.

including data tools available from the Department of Public Instruction that help support evaluation efforts.

Wisconsin Center for Education Research

● **Multi-Year Planning on Benefits and Pay**

Hear how the Edgerton School District has continually balanced "Compliance, Cost and Culture" in their high-level planning while recognizing that cost and culture are truly becoming the focal point of change. Learn how the school district is using analytics of pay and benefits of regional districts to best determine next steps for their attraction and retention of quality staff.

Associated Benefits and Risk Consulting

● **Taking a New Look at Nutrition in Your School**

Learn about best practices utilizing federal nutrition programs to address student hunger in high-need areas, and how these programs are being implemented while increasing revenue for schools and districts. Hear about the benefits of alternative breakfast models and how to make sure kids enjoy the food that is being served while maintaining cost effectiveness. Presenters will also address best practices for maximizing community eligibility provision, utilizing the school breakfast program, and changes to the Child and Adult Food Program.

Hunger Taskforce

● **All Public School Advocacy is Local**

Learn about Fox Cities Advocates for Public Education — how it is organized, reaches decisions at monthly meetings, selects special events to participate in, and attracts additional supporters. The organization has a “Rapid Response Network” that alerts supporters about emerging legislative issues and asks them to contact area legislators. The group also produces online articles with graphics that display data for the Fox Cities on school funding, use of school vouchers, cost of vouchers to taxpayers, and other relevant public education issues. The development of local data is explained so other advocacy groups can replicate the process.

Fox Cities Advocates for Public Education

● **Maximizing the Efficiency of Your Facility Management Team**

Facility management planning incorporates a strong team of individuals to provide a safe, healthy, effective space for building occupants to learn and excel. In order to have a successful facility management team, it is imperative to have strong support from the district’s administration and school board. Focus on Energy’s expert energy advisors will guide attendees on the process to develop a strategic energy management program that will improve learning environments and maximize energy savings. Learn how districts around the state have moved toward safe, effective, efficient facilities!

Focus on Energy

● **Go Big: Scaling Professional Learning to Drive a Digital Transition**

D.C. Everest Area School District school board members, teachers, and administrators will share how personalized professional learning transformed the district’s culture and instructional practice while increasing student agency and learning during the district’s transition to a dynamic digital learning environment. District educators are incentivized to organize, lead and

participate in a collaborative professional learning system that improves classroom practice as participants move up the pay scale.

D.C. Everest Area School District

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

Learn how your district can provide mental health training, awareness and services through reasonable cost options. Youth mental health first aid training provides staff and community members with awareness and identification tools for youth in a mental health crisis. This work also reduces the stigma around mental health and helps adults support youth and identify when referral to treatment is necessary.

Pulaski Community School District

● **Using the “Gift of Feedback” to Move your Organization Forward**

Learn how one district used a comprehensive and collaborative process to engage hundreds of community members in the creation of a strategic plan, engaged all staff groups in action planning, and measured their progress each step. This process has led to positive growth in many areas, increased the clarity of expectations for staff, and achieved a level of trust and transparency within the community that leads to many exciting opportunities for students. Don’t let your strategic plan sit on a shelf collecting dust, put it to work leveraging growth and opportunities!

Black River Falls School District

● **Engaging Parents in Elementary Boundary Change Process**

After a successful referendum in April 2015, the DeForest Area School District expanded elementary school capacity at two schools to accommodate student population growth. The district engaged parents and staff in a process to change elementary school boundaries, maximizing capacity at all four of the district’s elementary schools. DeForest staff will share the engagement process used to make a recommendation to the school board, reflect on what went well and what

didn’t go well, and provide tips and suggestions for those considering a similar decision-making process.

DeForest Area School District

● **Supporting Effective Curriculum Development Through Collaborative Program Evaluation**

Kenosha Unified School District personnel and their evaluation partner from the Wisconsin Center for Education Research (WCER) at the University of Wisconsin-Madison will present the district’s curriculum review and adoption life cycle, including the development phase and subsequent implementation. Lessons learned from both life cycle development and the evaluation will be presented, along with next steps in the process.

Kenosha Unified School District

● **20 Proven Tactics to Increase Community Engagement**

Studies have found that students with involved parents, no matter what their level of household income or background, are more likely to succeed in school. This session will highlight 20 proven engagement strategies deployed in the Elmbrook School District, including: one-way and two-way communication, branding/marketing, and district/school messaging.

Elmbrook School District

● **Expanding Innovation — Strategies to Develop and Grow Entrepreneurship Programs**

Learn about Pewaukee High School’s innovative “Insight” program, which is designed to give students hands-on, real-world experiences while immersed in a professional setting. Industry partners provide the project work, experiences for students, and professional mentoring that has students graduating better prepared to be the next generation workforce.

Pewaukee School District

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

Learn about the effects, issues and concerns about school vouchers at

the local and statewide levels. Information will be shared about specific local school districts as well as statewide information.

Department of Public Instruction

● **Investing in Human Capital – Implementing Strategic Compensation for Teachers and Administrators**

The Hudson School District is in year two of implementing a new teacher salary structure that recognizes performance, experience, and professional development. Administrators are in year one of an annual goal-driven, performance-based salary structure. This work session will demonstrate teacher engagement and implementation of the new salary structure that proportionately recognizes the performance of certified and administrative staff.

Hudson School District

● **Creating 21st Century Learning Facilities: Where Do We Start and How Will We Finance It?**

Every district in the state is striving to offer state-of-the-art facilities that enhance the way students learn and teachers teach. Learn how to successfully plan for 21st century learning facilities, one step at a time. Hear from experts who have guided districts through the process and found cost-effective ways to create up-to-date facilities that embrace 21st century learning.

Baird Public Finance

● **A Systems Approach to Mindfulness, Exercise, and Its Effect on Learning**

Presented in a learning-lab format, attendees will learn hands-on strategies as well as receive resources and hand-outs that can be incorporated into their current curriculum to address behavioral and academic needs. This approach develops new brain connections that increase neurochemical activity as well as the brain's ability to function effectively and form new pathways which, in turn, decreases challenging behavior and increases engagement and learning outcomes.

School District of Omro

● **Downsizing Strategically (Gracefully) Due to Declining Enrollment**

Many districts are facing declining enrollments and aging facilities that are expensive to maintain. Hear from fellow district leaders and a facility planning expert on how to address and navigate these challenges. Gain insight on: projecting facility needs and when to plan; investing in facilities with uncertain long-term futures; reducing sites prior to exceeding their life expectancy; and much more.

Bray Architects

● **Telling Our Story – Dodgeball is NOT Physical Education!**

'Mens Corpus Que', this familiar expression dates back to early civilization when the Greeks believed it necessary to not only have learning for the mind, but also to have physical activity to keep the body strong. Unfortunately, as our society has developed over time, there has been a de-emphasis upon physical activity and maintaining wellness. Obesity rates have skyrocketed. Learn about efforts to combat this problem and how comprehensive physical education programs benefit your students.

Wisconsin Health and Physical Education

● **Understanding ACES (Adverse Childhood Experiences) and Trauma-Informed Care in the School Setting**

From administrators to lunchroom staff, those who serve others tend not to serve themselves. As the Somerset School District became more involved in the work addressing adverse childhood experiences (ACES) and trauma-informed care, they realized there is no emphasis on the wellness of the person providing the service. Hear how the Somerset School District seeks to change that and provide support to its students.

Somerset School District

● **Can Families Really Help Students Learn?**

This session will cover research from the past 20 years that demonstrates how certain types of family engagement positively impacts student learning. Learn about the conditions that must be present in every school to provide a solid foundation for building effective family partnerships.

Scholastic

● **Building Trust by Listening to Your Employees**

Learn how the Middleton-Cross Plains Area School District utilizes school board listening sessions and

EDUCATION TOUR

■ **Culinary Arts in Milwaukee Public Schools**

Thursday morning, Jan. 18, 8:45-11:45am (times subject to change) Pre-registration required, \$5

The hospitality industry, which includes restaurant management and food service, is growing faster than any other employment sector except health care. In Wisconsin, restaurants account for 1 in 10 jobs.

MPS launched the ProStart two-year culinary curriculum this year in four high schools with the help of local partners. A hands-on curriculum created by the National Restaurant Association Educational Foundation for high school students, ProStart features real-world culinary arts and food service management opportunities. Students earn a certificate when they complete the program as well as college credits while they're still in high school.

Take a tour of Washington High School of Information Technology to learn about the school's Academy of Hospitality and Tourism.





a staff perceptions survey to respond to the needs of its employees. These practices have resulted in increased levels of satisfaction, engagement and retention. School board members and the superintendent will explain the format and purpose of the listening sessions. Participants will walk away with strategies that can be implemented in their districts.

Middleton-Cross Plains Area School District

● **Transferring Risk**

One of the most efficient methods for a school district to handle risk is to transfer the risk of an exposure to another party. There is generally no cost to the school district in transferring risk, but the reduction in a district's total cost of risk can be substantial. Proper risk transfer can also make students, and staff, and community feel safer and more connected to their school. These elements have been shown to help increase student achievement.

M3 Insurance

● **Effective Governance Processes: Facilitating a Positive and Productive Board Meeting**

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

● **Board Governance: Roundtable Discussions**

Participate in roundtable discussions with experienced school board

members and WASB experts on any topic of interest to you. Discuss what you've learned in earlier sessions or come with specific questions. Whether you are a new board member or a seasoned veteran, this will give you the opportunity to get the insight of board members from around the state.

WASB

● **Making the Most Out of Your School Board: Tips for Translating Governance to Outcomes**

Presenters will summarize the results, thus far, of an ongoing project studying school board governance in both Wisconsin and the U.S. The overall goal is to determine how American school boards can translate their governing preferences and behaviors into improved district-level achievement. Hear about research on: governance best practices; strategic planning; minimizing board member conflict; board-administrator relations; accountability; and community-board relations.

University of Wisconsin-Oshkosh

● **Making Sense of it All: Aligning Practices to Achieve Proficiency and Beyond for Every Learner**

The Muskego-Norway School District developed a teacher development plan that: 1) balances the science of effective instruction with the art of teaching; 2) provides a common language for students, staff and parents; 3) respects educators as professionals; 4) is differentiated by role and level; and 5) embeds a common focus for all educators. Learn about this district's journey to leverage teacher efficacy to meet every learner.

Muskego-Norway School District

● **Board Policy Work: First Readings Can be Fruitful Instead of Frenzied**

Successful local policy development and implementation requires not only content expertise, but also process expertise. Using the general approach to policy development advocated by the WASB's Policy Resource Guide, this session will provide practical suggestions and recommendations that a school board can apply to enhance its policy development processes. Attendees will also learn some of the hallmarks of good (and not so good) policy drafting.

WASB

● **Harness the Power of Comprehensive Literacy**

Comprehensive Literacy is a researched-based approach that enables educators to successfully address the needs of students at all levels, delivering improved student outcomes and creating a culture of literacy and joyful readers. National literacy expert Michael Haggan provides an overview and discussion.

Scholastic

● **Legal Update**

WASB staff will review legal developments over the last year, including the Wisconsin laws adopted in 2017, recent guidance from the U.S. Department of Education and U.S. Department of Agriculture, and important court decisions in Wisconsin and the 7th Circuit Court of Appeals. Make sure your district doesn't fall behind in making the appropriate and necessary changes.

WASB