



## THE 2018 STATE EDUCATION CONVENTION:

# It's Time to Tell Our Story

As school leaders, it's our collective responsibility to tell our story. We have a lot to be proud of in public education. Our schools are personalizing education, supporting the physical health and mental well-being of our students, and, among other efforts, partnering with businesses and higher-education to expand learning opportunities and provide real-world career experiences. There are plenty of challenges in education, but we need to celebrate our successes and make sure they are widely known.

The results from the latest Phi Delta Kappa (PDK) Poll of the Public's Attitudes Toward the Public Schools, released this fall, demonstrate that we're doing this, but need to do more. The poll found that the proportion of Americans who gave their local public schools an A grade was at the highest it's been in more than 40 years of PDK polling, but there is room for improvement. Our communities believe in their schools, let's make sure we are doing our job in sharing the stories that make each of our local public schools special.

The theme of the 97th State Education Convention, taking place Jan. 17-19 in Milwaukee is "Telling Our Story." This special issue of *Wisconsin School News* highlights the wide variety of breakout sessions, workshops, speakers, special events and networking opportunities that will better prepare us to tell our stories.

I'm excited to announce that our three keynote speakers will be Ravi Hutheesing, Dr. Bill Daggett, and Alton Fitzgerald White. Ravi, who gained fame in the American pop band Hanson in the late 1990s, travels the world as a cultural diplomat for the U.S. State Department, creating programs that foster exchanges and mutual understanding. As a keynote speaker, Ravi discusses the importance of engaging the millennial generation, which is the largest generation and soon to be most economically influential, to change public education.

Dr. Daggett, founder and chairman of the International Center for Leadership in Education, is recognized worldwide for his proven ability to move education systems toward providing rigorous and relevant skills and knowledge for all students. His keynote address will inspire us to both embrace what is best about our education system and make the necessary changes to meet the needs of all students.

Alton Fitzgerald White has a compelling story to tell. An acclaimed actor on Broadway, Alton is best known for his amazing run of more than 4,300 performances as King Mufasa in Disney's *The Lion King*. Alton will share how he "dreamed the impossible dream" to find success and found power in redefining what service meant to him to bring the best to each

of his performances.

In addition to our lineup of keynote speakers, the 2018 State Education Convention includes dozens of timely breakout sessions and workshops presented by Wisconsin school districts, business partners, and public education experts. These sessions will give attendees ideas and strategies on school finance, governance, school law, student achievement, advocacy, and much more to take back to your districts.

Learn about these breakout sessions and other events in this special convention preview issue of *Wisconsin School News*. With the wide variety of session topics and speakers, I know there will be excellent enrichment opportunities for everyone who attends.

Please visit the convention website at [wasb.org/convention](http://wasb.org/convention) for complete information and updates. A complimentary mobile app will be available later this year. Watch your email and the convention website for updates.

I'm looking forward to the 97th State Education Convention. There's no event quite like it where school board members, business officials, and administrators from all across the state gather together to share knowledge as we work together to move public education forward. Join us in Milwaukee on Jan. 17-19 and take advantage of this opportunity to tell our story. ■

This special issue of the *Wisconsin School News* includes a preview of convention sessions and highlights; visit [wasb.org/convention](http://wasb.org/convention) for complete information and updates.