

General Session

10 AM – Noon | *Wisconsin Center*

Presiding: **Barbara Sramek**, WASDA President, Marshall School District



Barbara Sramek



Tony Evers

The 97th State Education Convention will open with a performance by the **D.C. Everest High School Jazz Band.**

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

Presentations will include:

Superintendent of the Year, Business Official of the Year, Teachers of the Year, Principals of the Year, and the Wisconsin Student Art Award.

Keynote Speaker **Ravi Hutheesing** will wrap up the general session with a keynote addressing how we can tap into the talents of all generations to reinvent education.



Ravi Hutheesing

As a cultural diplomat, Ravi makes the case that millennials, who are the largest generation and soon to be the most economically influential, must not be ignored.



WEDNESDAY KEYNOTE SPEAKER

Ravi Hutheesing has built his brand globally as a cultural entrepreneur.

His philosophies and strategies have helped businesses, educators, and over a million people throughout the Americas, Europe, the Middle East, and Asia bridge generational and cultural divides. The U.S. State Department engages Ravi as a cultural diplomat to create programs worldwide that foster cultural exchange and mutual understanding.

His worldwide visibility skyrocketed as the guitarist for triple Grammy nominee, Hanson. Their massive fan base of the earliest millennials made them the top-selling band in the world.

As a cultural diplomat, Ravi con-

ducted songwriting and cultural entrepreneurship programs earlier this year in Iraq, which included four students from Mosul who had been liberated from ISIS just three days before, and in Lebanon, which included work in Syrian refugee camps.

Ravi also partners with Shanti Bhavan Children's Project in India, which serves as a home and non-sectarian boarding school providing a holistic upbringing in a high-quality educational setting for the poorest of the poor. Current graduates are employed by American Express, Goldman Sachs, Deloitte, and others, and the school is the subject of the Netflix series, "Daughters of Destiny."

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.

● **Transitional Learning Center (TLC): School Re-engagement for Students**

TLC programs provide students the academic support needed after an extended absence. Learn about the rationale for the program, the role of the coordinator, the evaluation components of the program, and the actual results of the TLC. Presenters will also discuss what they have learned and the adjustments they have made.

Neenah Joint School District

● **Operating Effectively Under New Legislative Restrictions**

New legislation significantly restricts a district's ability to exceed revenue

limits for energy efficiency upgrades. In addition, a bill under consideration by the state Legislature would impose new restrictions related to bidding on construction projects that would require a more extensive process. Learn some of the "dos" and "don'ts" within construction contracts and takeaway strategies for being successful in the "new, more restrictive, normal."

Von Briesen & Roper

● **Creating Organizational Coherence for Deep Student Impact**

Initiative overload and competing cultures regularly prevent districts from preparing every graduate for

college/career. What is needed is organizational coherence, where large numbers of people have a deeply understood sense of what has to be done and see their part in achieving that purpose. These research-based approaches of great promise are increasingly being demonstrated by Wisconsin district teams large and small. Learn how creating a coherent system is arguably the most important journey you can lead.

Association of Wisconsin School Administrators

● **Inducting the Millennial Generation in the Era of Teacher Shortages**

Perhaps at no other time has teacher

induction and retention been more important in public education. In Fond du Lac, school leaders have created an engaging process to welcome and support new teachers, with a special focus on the unique characteristics of the millennial generation. Learn about this replicable model, which includes the training and support of high-quality mentors, a new teacher bootcamp, and a series of monthly sessions that targets the needs of new teachers based on the time of year.

Fond du Lac School District

tools and assisted school districts to set up paperless meetings. Learn what Google tools were used, how the system works, and the background to see the process of how paperless board meetings are set up.

CESA 5

● **How Do School Mental Health Initiatives Fit With the Whole Child, Whole School, Whole Community Model?**

School staff across the state have identified children’s mental health as a top training priority. The Whole School, Whole Community, Whole Child model provides an excellent framework for connecting the dots on issues like screening, early identification, referral pathways, family engagement and school-community partnerships to improve mental health for all students. Specific examples of local innovation by districts across the state will be featured.

Department of Public Instruction

● **Using Google Tools to Create a Paperless Board Meeting**

Learn how CESA 5 has implemented paperless board meetings using Google

COMPLIMENTARY
Morning REFRESHMENTS

A light, complimentary breakfast will be available to all convention attendees in the **Exhibit Hall 9-10 am** on Wednesday, Jan. 17. Sponsored by Go 365 by Humana.

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. 17 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.

● **Collaborative Approach to a Predictable Sustainable Alternative Teacher Compensation**

A panel of school leaders from several districts will share their experiences developing new compensation plans. The panelists will discuss strategies to make compensation plans predictable, sustainable, concise, and easy to understand. This session will provide a roadmap for districts taking on this important task by identifying key tenets to approach the development of a new model while maintaining culture and collaboration.

Pewaukee School District

● **Puzzle Pieces: The Impact of Grade-Level Configuration**

The configuration of grade levels within educational facilities can impact the experience of students and faculty in many ways. This panel discussion will address how grade-level configuration affects student learning, staff operations and efficiencies, and maintenance/operations budgets. School districts scheduled to participate in the panel include Brown Deer, Swallow, and Ripon.

Plunkett Raysich Architects, LLP

● **School District Budget Cycle**

Referencing the WASB/WASBO Budget Cycle Handbook, this presentation will discuss revenue sources and limits, budget planning and development, reconciliation and approval, budget management, and reporting. Board members in attendance will have an opportunity to share their best practices.

WASBO

DISCOVER Go365

There’s a wellness and rewards program endorsed by the WASB that inspires your school administrators and faculty to live healthier lives for themselves and their families.

To learn more, call Jason Shanda at 920-343-1731 or email jshanda@humana.com

Go365 is not an insurance product. Not available with all Humana health plans.



Go365.com

GCHJWJDN 1017

● **Search Services: Superintendent Leadership Transition**

Smooth leadership transition through the selection and orientation of a new superintendent is extremely important. Presenters will share the framework and steps to conduct a successful search and leadership transition. School board members learn how search consultants guide board members through the technical and legal aspects of a quality search process which includes the steps necessary for an effective school district leadership transition for the community.

WASB

● **Forging Strong Community Relationships to Accomplish a Shared Vision**

Students are more likely to succeed when schools collaborate with the broader community to accomplish shared goals. Learn how one district leveraged community support, research on best practices, strategic planning, and stakeholder involvement to obtain referendum approval for their successful “Learning without Limits” (1:1 program). Hear strategies to engage community, district, and building stakeholders.

Oshkosh Area School District

● **One Size Does Not Fit All! Facility and Referendum Strategies That Work**

Do you need to address facility needs? Are you thinking about a referendum? Are you wondering where to start? A “one size fits all” planning process might not be right for your district, and that’s okay. Discover strategies that help create a customized planning approach and engage stakeholders to get your community’s support during facility planning and a potential referendum. Hear lessons learned from three school districts that went through facility planning which led to a successful community referendum.

J.H. Findorff & Son Inc.

● **Building a Comprehensive Strategic Plan: The Missing Piece of the Puzzle**

During the strategic planning process, districts often examine their mission/ vision statements, financial position, and educational trends. While these are important components, additional vital pieces should be considered when creating a strategic plan. This session will focus on incorporating commonly missed, yet essential factors such as

COMING SOON! Convention App

The 2018 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 Baird, Gerber Leisure Products, Delta Dental, and WEA Trust

enrollment projections, facility conditions, utility bills, and long-term facility plans. School leaders will discuss how incorporating these missing puzzle pieces will develop a sustainable roadmap to increase a district’s vitality, strength, and long-term success.

CESA 10

● **Student Performance: Light and Energy Savings**

When it comes to lighting, everybody is focused on energy savings with little or no regard to student performance. Recent studies have demonstrated it should be exactly the opposite. Based on the color of light, we know we can improve student performance. Presenters will examine multiple peer-reviewed studies and interpret their findings.

Energy Performance Lighting

■ **2018 WASB Delegate Assembly** | *Wednesday, January 17, 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. 17.

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

A pre-Delegate Assembly Discussion will be held at 7 pm on Tuesday, Jan. 16 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. 17.



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.

● **The Business of School Nutrition – What’s Your Story?**

This session provides insight on financial management of USDA school nutrition programs and the story behind the regulations. Topics will include Paid Lunch Equity (PLE), strategies for minimizing unpaid meal charges, a review of allowable Fund 50 expenditures, updates to annual financial reporting, how professional standard rules assist schools in hiring qualified nutrition professionals, and why marketing has been the catalyst for district success in school nutrition.

Department of Public Instruction

● **SAA Legislative Update**

There is always something going on in the State Capitol that directly impacts school board members and administrators. Learn how the SAA’s rationale for change and several components of its new proactive approach to advo-

cacy are working. Time will be provided for questions and answers and informal information sharing.

School Administrators Alliance

● **School-Sponsored Child Care and Collaborative Programming**

The School District of Elcho was one of the first Wisconsin districts to implement school-sponsored child care programming. The district has experience offering fee-based services, along with collaborative opportunities with Birth to Three, four-year-old kindergarten (4K) and early childhood special education. This presentation will highlight how the district found a way to successfully offer a variety of programming to meet most families’ needs.

Elcho School District

NETWORKING Reception

*Wed., Jan. 17, 4:30-5:30 pm
Hilton Milwaukee City Center*

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

● **Closing Achievement and Opportunity Gaps – Real vs Imagined**

This session will: 1) challenge participants to address the troubling status of children in our state through an honest conversation about the real versus imagined measurable gaps in achievement and opportunity; and 2) present strategies for achieving a high-quality, child-centered, results-driven, transparent organization that promotes the success of every learner.

WASDA



“The EMC Milwaukee Branch is so responsive. It’s nice to call a local Wisconsin number instead of a national number. It really feels like EMC is a Wisconsin-based company.”



Luke Francois
Mineral Point School District
Superintendent

Work with an insurance company that’s right in your own backyard. Our underwriters, claims personnel and loss control representatives are experts in school insurance and operate through our Milwaukee Branch office, giving you the local attention you deserve.



MILWAUKEE BRANCH OFFICE
Phone: 855-495-1800 | milwaukee@emcins.com



www.emcins.com



©Copyright Employers Mutual Casualty Company 2017. All rights reserved.

● **ACP and Financial Literacy for College and Life**

As a component of the state’s academic and career planning (ACP), students will need to know how to further their education after high school and how to finance it. Learn about Wisconsin’s new initiative to reduce student debt; how to access reliable resources for teachers, students and parents; and Wisconsin’s college savings program, “Edvest.”

Wisconsin Department of Financial Institutions

● **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

● **Your Referendum Captured Their Attention – Now Keep Them Engaged**

Learn about strategies for community engagement that shifts the focus from asking the community for support during the referendum campaign to sharing our school-community success. We will demonstrate the multimedia tools used to keep the community informed and provide us with feedback as we moved from groundbreaking to opening our new facilities.

Hudson School District

● **Real School Districts, Real Superintendent Growth and Evaluation, Real Results**

Greater effectiveness of the school board and district administrator not only results in higher student achievement but also more public support for the school district. With representatives from school districts of varying size, learn from school leaders who have adopted and are currently implementing the CESA 6 District Administrator Performance Evaluation System (DAPES). Learn how DAPES can benefit the school board, superintendent, and entire school district in a



comprehensive, yet practical, pragmatic manner.

CESA 6

● **Flexible Spaces + Individualized Learning = Academic Achievement – a Case Study**

What is the key to achieving academic excellence? For the Berlin Area School District, the key was fourfold as they planned their new middle school. This session will explore the unique combination the district used to position their students for educational success — with a special emphasis on mathematics. Presenters will discuss how the administration combined flexible learning spaces, 1:1 technology, instructional software, and a team-teaching approach to create an ideal individualized learning environment.

Hoffman Planning, Design & Construction, Inc.

● **Employee Financial Wellness Starts with the District and Benefits Everyone**

Learn about the role school districts have in preparing their employees for retirement. Topics will include: how financially healthy employees save school districts money; the need for workplace financial wellness programs; a checklist every 403(b) plan should have; and much more. Find out why your employees aren’t saving and what you need to know to help them become financially healthy.

WEA Member Benefits

● **We’ve had a Cyber Incident! Now What?**

This session will review the current cyber risk landscape, including threats and trends. Presenters will discuss

what exposures can be transferred through an insurance policy and recent new coverage additions. Presenters will also walk through incident response scenarios involving disclosure of sensitive information and ransomware. Hear about some of the best practices and lessons learned.

AJ Gallagher

REGISTRATION

When arriving at the Wisconsin Center, proceed to the third floor for convention registration (sponsored by BoardDocs).

● **Redefining College and Career Readiness in Wisconsin Schools**

Like the global economy, today’s students are driven by ideas and innovations. Students are being asked to learn differently than they have in the past. College and career readiness indicators must also reflect the desired changes in the 21st century educational landscape. Students should be allowed to demonstrate readiness in a variety of ways. Hear case studies from districts that are implementing The School Superintendents Association (AASA) “Redefining Ready!” framework in their districts.

New Berlin School District

● **Lessons Learned: Aligning School and District Systems for Improved Student Learning**

Learn about the research behind the strategic alignment of schools and districts with respect to leadership teams, vision, non-negotiable practices, and data-driven goals and action

plans. Two superintendents will share specific examples from their districts, including practical advice and lessons learned, for creating coherent and aligned, equitable multi-level systems of support. Participants will have an opportunity to consider implications of this work for their own districts and schools.

Wisconsin RtI Center

● **From Dissolution to Resurrection**

In the fall of 2005, the future of the Florence County School District was in the hands of voters. A special election was the last opportunity to keep the school doors open. Leading up to the election, district leaders focused their communication on educating stakeholders about the implications of losing the county’s only school. The community listened and passed an operational referendum. Over the last decade, the district has refocused its priorities, resurrecting itself from a district going through the dissolution process to being selected by *U.S. News & World Report* as a “Best High School in America.”

Florence County School District

● **What is the Recipe for “Blended Learning” in Wisconsin School Districts?**

Join the Wisconsin Digital Learning Collaborative, a partnership between Wisconsin Department of Public Instruction, Wisconsin eSchool Network, and Wisconsin Virtual School/CESA 9 in this “recipe sharing” session on blended learning. Learn how other school districts and their teachers and program leaders have started with basic recipes and are now “blending” learning for their students.

CESA 9/Wisconsin Digital Learning Collaborative

● **Baited Hooks and Trapdoors**

Current issues, trends, legislation and regulation related to special services are creating challenges for local school boards and administrators. Topics in this session will include: maintenance of effort, results-driven accountability, state and federal law

■ **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 of the breakout sessions at Convention as well as the General Sessions and Exhibit Hall. Eligible individuals must be designated as administrative assistants in the WASB database.

updates as well as funding sources for behavioral health programs.

Wisconsin Council of Administrators of Special Services

● **Architects, Engineers, CM, Act 32: What does it all Mean and Which one is Best for Your District?**

A team of three experienced district administrators supplemented by an architectural firm will explain the difference between three common service models used to approach school district facility projects including: Act 32, construction manager (CM), and architect and engineering services. The more knowledgeable a district is about the differences, the purpose of each, advantages versus disadvantages, and the types of projects that fit each model, the more time and money can be saved.

SDS Architects

● **From Computers to Competencies: Why We Canned the “Canned” Curriculum**

Students who are struggling to find success in the traditional classroom need alternative options, one of those options can be a competency-based model. Learn how one school changed not only its at-risk programming, but changed the way the school and students think about at-risk learners.

Mauston School District

● **Budget Shark Tank: Ensuring Resource Equity, Access and Opportunities**

How to fund schools in a way that meets their individual student and community needs during a period of declining enrollment, rising costs, flat student growth and increased education competition is a challenge

How Does Your Insurance Measure Up?

24/7 Injury Triage • Comprehensive Employee Benefits • Cyber Protection



THE Insurance CENTER



To learn more about our services, contact our knowledgeable team:

customer@ticinsurance.com
800.362.8046

Visit the Convention WEBSITE

Please note the information published in this convention preview issue is subject to change. Check wasb.org/convention for a detailed convention schedule and the latest updates and announcements. A complete, printed convention guide will be provided at registration in Milwaukee.

Milwaukee Public Schools (MPS) is addressing head on. MPS began its own version of “Budget Shark Tank.” Every MPS school participates in a 15-minute budget carousel to address their progress, challenges, school capacity to address challenges and pitch their greatest resource needs.
Milwaukee Public Schools

● **Chronic Absenteeism: Incidence, Impact and Interventions**

Chronic absenteeism, missing 10 percent of school days for any reason, impacts student achievement as early as third grade. Through a collaboration with the public health department, university nursing students, community businesses and faith-based communities, the nursing staff

at the West Allis-West Milwaukee School District is spearheading a project to identify and reduce its community’s barriers and implement effective interventions.

Wisconsin Association of School Nurses

● **Strategies that Improve Employee Retention**

How do we retain our talented staff in a climate of increased competition for talent? How do we create a working environment that people don’t want to leave? Gain proven strategies to assist in retaining new hires, experienced teachers, and high-performing veterans. Learn from school districts using evidence-based leadership strategies to engage employees at various stages of their teaching career. The school board can play a key role in employee retention

Studer Education

● **Effective Community Engagement**

Community engagement is central to a board’s leadership role. Effective boards establish and maintain protocols and processes that promote community involvement. Working alone will not create and sustain increased

student performance. Collaboration encourages joint ownership of the issues and usually results in better solutions. Effective boards recognize how student performance affects the community and understand that everyone has a stake in successful schools. School boards that effectively engage their community on a regular basis engender broad support from their constituents, even in difficult financial times.

WASB

MOBILITY Solutions

Electric scooters are available for rental from *On the Go Mobility*, a local Milwaukee company — 414-228-7100 or onthegomobility.com. *Reservations must be made ahead of time.*

● **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.

WASB

● **Teachers of the Year Session**

The Wisconsin Teachers of the Year are chosen for their ability to inspire students’ love of learning, instructional innovation and leadership, and commitment to community involvement. Hear from the current Teachers of the Year about their efforts to pursue excellence and innovation in the classroom, and what they need from administrators and school boards to support their endeavors.

Department of Public Instruction

WASB/School Perceptions Annual Board Development Tool

Want to evaluate your board’s effectiveness?

The **WASB** and **School Perceptions** have teamed up to create a complementary online tool that allows board members to evaluate their work in 12 governance areas including vision, policy, continuous improvement and more.

Learn more at wasb.org (search under governance)



Customized Leadership Services | 877-705-4422 | Visit wasb.org