



# 2020 ASSOCIATE PRINCIPALS CONFERENCE



JANUARY 29 - 31, 2020  
HILTON CITY CENTER | MILWAUKEE



## SCHEDULE AT A GLANCE

WEDNESDAY	7:00 - 4:00	Pre-Convention Registration
	8:00 - 4:00	Pre-Convention Session
	12:00 - 4:30	Pre-Convention Sessions
	5:00 - 6:00	Welcome Reception Sponsored by Lifetouch
THURSDAY	7:00 - 8:30	Registration and Continental Breakfast
	8:30 - 8:45	Welcome
	8:45 - 10:00	Opening Keynote
	10:15 - 11:30	Concurrent Sessions
	11:30 - 12:35	Lunch and Associate Principal of the Year
	12:45 - 2:00	Concurrent Sessions
	2:15 - 3:25	Roundtable Sessions
	4:30 - 5:30	Reception Sponsored by Jostens
FRIDAY	7:15 - 8:15	Optional Fellowship Breakfast
	8:30 - 9:00	Breakfast Program
	9:15 - 10:15	Concurrent Sessions
	10:30 - 11:45	Closing Keynote
	11:45	Adjourn

## LODGING

Hilton Milwaukee City Center  
 509 W Wisconsin Ave  
 Milwaukee, Wisconsin  
 \$144 per room  
 414-935-5940  
 Ask for: AWSA

The time to book a block room at a discounted rate will end 1/29/20. There are a limited number of block rooms and they may sell out before that date so we recommend that you make your reservations soon.

## REGISTRATION

Member Registration: \$206  
 Non-Member Registration: \$348  
 Pre-Conference Sessions: \$69 and \$99

Full refund of fees will be made on cancellations received 10 days prior to the start of the convention. Following that date, a 40% administrative fee will be retained.

There will be no refund for no-shows or cancellations during the event.

## 8:00-4:00 | Full Day Pre-Con Session

### 1. Fact or Fiction: Interviewing Strategies Workshop (\$99)

*Joe Buckley*

The one-day training program on Developing Investigative Interviewing Skills for School Administrators consists of three primary topics: 1) Behavior Symptom Analysis, 2) The Behavior Analysis Interview, 3) The Clarification Process.

## 12:00-4:30 | Pre-Con Sessions

### 3. Associate Principals Legal Seminar (\$69)

#### 12:00-1:15 | Student Behavior Policies and Procedures and its impact on Equity and Staff Retention

*Malina Piontek and Bob Butler*

A welcoming and safe learning environment is crucial for a well-functioning classroom and school system. In this session, Attorneys Bob Butler and Malina Piontek will address recent legal developments regarding student behavior and discuss how a district's student behavior policies, procedures and professional development can impact disciplinary outcomes for particular students and affect staff retention.

#### 1:30-2:45 | Legal Considerations for Building Administrators in An Election Year

*Mike Julka*

It is generally true that presidential election years present interesting considerations and challenges within district buildings. The U.S. Constitution, state and federal statutes, as well as Board policies, must be considered when addressing political activities by employees, unions and other stakeholder groups, parents, parent organizations, students, and citizens. In addition, building administrators sometimes get involved in political advocacy. This presentation will review the legal parameters and boundaries that are applicable to the scope of potential political activity, including the use of buildings, use of social media, protests, literature distribution, public address announcements, etc. The goal of the presentation will be to provide building administrators with information and resources to assist them in addressing these issues.

#### 3:00-4:15 | Law and Technology: Challenges and Solutions for Associate Principals

*Kirk Strang*

School administrators confront a number of legal issues related to technology almost every day, some obvious and some less apparent. Staff use of technology can present employment issues and other workplace challenges, and can also be a factor in performance, communications, and school climate. Students' use of technology also presents challenges for administrators, and can be a factor in pupil discipline, academic integrity, bullying, and any number of other areas. Technology issues also develop with the technology itself, meaning that new challenges are presented for principals as new devices and software are put to use in our schools, including software monitoring technology that tracks user behavior of students and staff.

This section reviews statutes, cases, and legal principles that define the law in these areas. We will focus on specific problems that principals confront regularly (whether they know it or not!) and on how principals can address them while protecting themselves and the school district at the same time. We'll also consider FAQs and live questions from conference attendees regarding their own experiences and concerns.

## 5:00-6:00 | Welcome Reception Sponsored by Lifetouch

**7:00 | Registration and Continental Breakfast**

**8:00-8:20 | New Associate Principals Breakfast**

If you are a new associate principal please come to this informal breakfast to meet AWSA executive staff and other new and experienced leaders.

**8:30-8:45 | Welcome**

**8:45-10:00 | OPENING KEYNOTE  
Power Struggles Unplugged**



*Brian Mendler*

We all have that One Kid (sometimes more than one) that you battle and struggle with. This high-energy session teaches specifically how to defuse power struggles with any student, in any situation, at any time with our proven step-by-step process.

Discover two words guaranteed to stop mouthy kids in their tracks. Learn exactly what to say when removing a student so they want to return to class. Discover alternatives to detention and suspension.

Brian Mendler has extensive experience working with challenging students in general education, self-contained, and inclusion settings. He provides staff development training for K-12 educators throughout the world with the focus on how to be successful with even the most difficult students. He trains tens of thousands of educators every year and is a highly regarded dynamic speaker. Mr Mendler has recently authored a book titled, *Watch Your Mouth, Non-Negotiables for Success with Toughest Kids*. The book provides educators with easy to use strategies for preventing and responding to difficult, disruptive, defiant and unmotivated behavior. He has also authored *That One Kid* and co-authored books, *Turning Tough Parents into Strong Partners*, *Strategies for Successful Classroom Management*, *Power Struggles 2nd Edition* and the bestseller *Discipline With Dignity 4th Edition*.

**10:15-11:30 | Concurrent Sessions**

**1. Why Kids Misbehave and What To Do About It**

*Brian Mendler*

Before applying strategies to change unwanted behavior, we must first correctly diagnose why the

behaviors are occurring. Without understanding the why, then most strategies will ultimately fail. Learn to diagnose and understand the 6 main reasons why students misbehave and discover how to apply the correct strategies for each student to address individual needs.

**2. Conversations that Cultivate Reflection and Leverage Improvement**

*Tammy Gibbons*

This session will prompt participants to consider how they respond and approach difficult conversations about instructional practice, adult dispositions, and reluctance to feedback. This session allows you to consider and practice the approaches you take with people who may not be reflective, tend to dismiss feedback, think differently than you or are simply defensive. Leave with some coaching stems that can be used immediately.

**3. Navigating the Long Implementation Bridge: Leadership Skills for Deep Change**

*Joe Schroeder*

Thought leaders such as Michael Fullan often talk about three phases of change: initiation, implementation, and institutionalization. Despite our best efforts, most change efforts unfortunately stall out somewhere between initiation and early implementation, which is concerning for many reasons, particularly because student learning doesn't benefit much until the effort becomes institutionalized! This session will help you to recognize problems of practice that lead to this all-too-common dilemma and, more importantly, will provide a number of tools to bridge this gap in your school so that your collective impact on students can be more deeply realized.

**4. The Culture Shift to Protect and Empower the Digital-Age Student**

*Janice Mertes and Chad Kliefoth*

How do you frame out a district vision around Keeping Kids Safe Online to shift the dialogue to responsible use? Participants will hear from district teams that leverage the Wisconsin standards for Information and Technology Literacy (ITL), data, equity, trends, and cross-initiative implementation strategies to create a culture of empowered, digital-aged students. The discussion will also focus on emerging topics around screen time, cybersafety, social and emotional learning alignment, family engagement strategies, and smart technologies. Participants attending this session will receive a copy of "The Digital Citizenship Handbook for School Leaders".

**11:30-12:35 | Lunch and Associate Principal of the Year Ceremony**

**12:45-2:00 | Concurrent Sessions**

**1. Restorative Justice in Education: The History-The Why-The How**

*Catherine Cranston*

Restorative Justice in Education has a relatively short history in the United States. We will talk about its history and why it is becoming an ever increasing force in the American Educational system. There will be examples given of how Restorative Practices are being used in North St. Paul/Maplewood Oakdale, Minnesota District 622 and the overall impact.

**2. Customized Professional Development**

*Eric Hill and Kate Sommerville*

Based on the Institute for Personalized Learning's action research, participants will complete a self-reflection around personalized, learner-centered practices. Participants will use the reflection to determine their professional development needs or interests and engage in collaborative, virtual, or individual learning opportunities. These sessions will provide learners with strategies for implementing personalized learning and assist in designing learning experiences to be used within their ecosystem. Learners will then engage in a small group discussion to share their learning, vision for the next steps, and make potential networking connections.

**3. High Impact Teams**

*Tammy Gibbons*

School leaders need teams who recognize the importance of interdependence; a group of people who work towards a common goal, share responsibility for specific outcomes and demonstrate mutual accountability to continuous improvement. To create schools of equity and excellence, we must focus on teams versus individuals to ensure exponential growth and impact. This requires leaders who develop capacity while tending to culture and have a clear vision. This session will be a fast-paced sharing of resources, strategies and tools for high impact teams.

**4. Self-Care as Community Care: Growing Resilience and Wholeness We Hope to Nurture in Others**

*Joe Schroeder*

The responsibilities of a school leader are daunting, as a variety of folks seek out our limited time, energy, and resources to meet their virtually unlimited needs

and desires. Day after day, week after week, they keep coming and coming and coming. No wonder that 89% of school administrators report feeling very stressed at least once a week and that high leadership churn prevails. In such a context, self-care has become a leadership priority, but paradoxically, can be one of the first things squeezed out of a busy administrator's life! Rather than becoming just another cautionary statistic, join us for this session where we will explore a variety of approaches you can take to intentionally grow the resilient and compassionate personal disciplines and school culture that value human wholeness alongside academic achievement.

**2:15-3:25 | Roundtable Sessions**

*Two Rounds: 2:15-2:45 PM/2:55-3:25 PM*

*Find descriptions at [www.awsa.org](http://www.awsa.org)*

**1. Integrating a Trauma Sensitive Practices System - One School's Journey**

*Derrick Kunsman and Katie Bergeron*

**2. Everything You Wanted to Know About Special Education but Were Afraid to Ask: Bring Your Question to the DPI Special Education Team**

*Jenny Bibler and Christina Spector*

**3. Tools Every AP Needs for Communicating About Critical Issues**

*Joe Donovan*

**4. Beyond School Safety Grants: What is the Office of School Safety Up To Next?**

*Kristen Devitt*

**5. Taking the Temperature of Your Staff**

*Anita Mattek*

**6. Leading the Transition to Grading for Learning**

*Brian Visger*

**7. Cultivating Student Leadership**

*Kyle LeMieux*

**8. Key Issues for Elementary APs**

*MeKenna Ellis*

**9. No More Snow Days: Making Virtual Learning Work**

*Bob Vitale, Kirk Woosenraft and Jeff Haubenreich*

**10. Creating a Safe and Welcoming Environment for the Transitioning Student**

*Caleb Hundt*

**11. Transition to the Principalship**

*Joe Schroeder*

**12. Successful PBIS at High School Level**

*Jenna Chenow*

**4:30-5:30 | Reception Sponsored by Jostens**

**7:15-8:15 | Optional Fellowship Breakfast**

*Joe Schroeder*

School administrators support the boundless needs of those they lead and serve. But who supports them -- especially in ways tending to the heart and spirit? Join AWSA's Associate Executive Director, Joe Schroeder, and administrative colleagues from across the state in this Christian fellowship breakfast option that, now in its third year, is proving for many to be an annual highlight of encouragement and assistance for the next leg of the leadership and life journey. PLEASE NOTE: the Fellowship Breakfast will adjourn in time so that participants can also engage in full with content of the Leveraging EE Flexibility General Session later in the morning.

**8:30-9:00 | Breakfast Program**

**Leveraging EE Flexibility to Deepen Leadership Impact: An Overview**

*Joe Schroeder*

Educator Effectiveness is designed to significantly grow teacher practice and student learning. However, its implementation in many places often renders little growth for all the work. This general session will provide an OVERVIEW of the EE feedback themes that arose out of an AWSA Thoughts Leaders Group last school year and clarifications about legitimate flexibility and implementation shifts you can consider taking to garner more impact for all the effort.

**9:15-10:15 | Concurrent Sessions**

**1. We ARE or We DO? Monitoring Impact of Professional Learning Communities**

*Tammy Gibbons*

Cultivating teams who recognize their complementary skills and experiences will always exceed the goals of individual efforts. Teams are more effective in problem solving and drive internal accountability, but schools need to believe they ARE a PLC, not we DO PLC's as if it's a task to complete. Leading a school to embrace and operate as a professional learning community is an important element of leadership. This session will share some practical strategies for moving the needle using collaborative teams.

**2. Improving Attendance by Strengthening Communication and Collaboration**

*Kelly Carpenter and Misa Sato*

How will your school's attendance rate impact your students' learning AND your school's state report card? This presentation will cover strategies that a comprehensive urban high school utilizes in collaboration with students, parents, staff, and community members to improve daily attendance. Presenters will share both short-term and long-term strategies around increasing attendance through engaging instruction, personalized pathways, and use of supportive services. Additionally, we will share best practices that other schools in the Milwaukee area are implementing to improve attendance and reduce tardiness and absenteeism. There will be time reserved for a question and answer session with the presenters as well as opportunities for attendees to share their best practices.

**3. Leveraging EE Flexibility to Deepen Leadership Impact: Applying Potential Ideas in Your Setting**

*Joe Schroeder*

This session is designed to support school leaders who are interested in refining local EE practices so that prospects for deeper impact on teaching and learning rise. To this end, we will more deeply examine the implementation flexibilities broadly shared in the 8:30 am general session overview and explore several examples of legitimate EE shifts that several Wisconsin schools/systems are taking in line with this flexibility, which may be a match for your school/system, too. Bonus: Key EE Leaders Katie Rainey of DPI and Cathy Clarksen of CESA 6 plan to join us for this session.

**4. Legislative Update**

*John Forester*

John Forester will provide an update on the Legislative issues of most importance to associate principals.



**10:30-11:45 | CLOSING KEYNOTE**

**Effective Assistant Principals: Implementing the Four C's of School Success!**

*Salome Thomas-El*

Effective assistant principals and school leaders don't "Fuss" with students about pencils! They understand that our students overcome so many obstacles in their lives to get to our classrooms each day, they don't need us to "major in the minor!" We need to focus on the important issues in our schools and tend to the emotional well-being of our students, so they can become resilient. Principal EL believes there are four major concepts that we must implement each day in our schools and they all begin with the letter "C". Of course, there are many concepts that impact the success of our teachers and students like communication, celebrating others and commitment, but there are

four "Must Haves" for every Effective Administrator! You will learn what the Four C's are

when you spend time in Principal EL's thought-provoking session on school leadership, and you must bring your own "C" word to add to this growing list! Are you up to the challenge?

Salome Thomas-EL is an award-winning teacher and principal. Principal EL received national acclaim as a teacher and chess coach at Vaux Middle School, where his students have gone on to win world recognition as Eight-Time National Chess Champions. He is the author of the best-selling books, *I Choose to Stay*, about his Vaux Middle School experience, and *The Immortality of Influence* (Foreword by Will Smith), which stresses the importance of leadership, mentoring, parenting and service to others. Thomas-EL speaks to groups around the world and frequently appears on C-SPAN, CNN, and NPR Radio. He has received numerous awards, including the Marcus A. Foster Award as the outstanding School District Administrator in Philadelphia, the University of Pennsylvania's distinguished Martin Luther King Award, and, Educational Leadership and Reader's Digest Magazine recognized Principal EL as an "Inspiring American Icon".

**11:45 | Adjourn**





4797 Hayes Road, Suite 103  
Madison, WI 53704-3288  
(608) 241-0300

PRE-SORTED STD.  
U.S. POSTAGE PAID  
MADISON, WI  
PERMIT #2176

Sponsored by the Association of Wisconsin School Administrators

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
School District: \_\_\_\_\_  
School Name: \_\_\_\_\_  
Email address: \_\_\_\_\_  
First name or Nickname for badge: \_\_\_\_\_

Member fee \$206   
Non-member fee \$348

Pre-Convention Sessions:  
 Fact or Fiction: Interviewing Strategies Workshop - \$99  
 Associate Principals Legal Seminar - \$69

Concurrent Sessions One

- Why Kids Misbehave and What To Do About It
- Conversations that Cultivate and Leverage Improvement
- Navigating the Long Implementation Bridge
- The Culture Shift to Protect and Empower the Digital-Age Student

Routrables (Select Two)

- 1  2  3  4  5  6  7  8  9  10  11  12

Concurrent Sessions Two

- Restorative Justice in Education
- Customized Professional Development
- High Impact Teams
- Self-Care as Community Care

Dietary Needs?

- Gluten Free
- Vegetarian
- Vegan
- Allergy \_\_\_\_\_

Please indicate if you require special assistance and we will contact you for details.

Total \_\_\_\_\_

Concurrent Sessions Three

- We ARE or We DO?
- Improving Attendance by Strengthening Communication & Collaboration
- Leveraging EE Flexibility to Deepen Leadership Impact
- Legislative Update
  
- I will attend the Optional Fellowship Breakfast on Friday
- I will attend the New Members Breakfast on Thursday
- This will be my first time attending the Associate Principals Conference

Amount Due \_\_\_\_\_

Total Amount Paid: \$ \_\_\_\_\_

Check enclosed Payable to AWSA-WFEA       MasterCard       Visa

Credit Card # \_\_\_\_\_

Expiration Date: \_\_\_\_/\_\_\_\_/\_\_\_\_      CVV: \_\_\_\_/\_\_\_\_/\_\_\_\_

Billing Address & Zip Code \_\_\_\_\_