



# ASPIRING SUPERINTENDENTS

Connecting . . .  
Supporting . . .  
Developing . . .

**Tomorrow's  
Superintendents**

**February 16, 2022**  
**Hilton Garden Inn**

1220 South Grand Avenue, Sun Prairie (608) 856-4500



Sponsored by:  
The Association of Wisconsin School Administrators  
The Wisconsin Association of School District Administrators



# SCHEDULE

## Meeting Room B

- 7:30–8:00 Registration and Continental Breakfast
- 8:00–8:45 **Welcome/Envision Yourself in the Role**  
Dr. Joe Schroeder, AWSA Associate Executive Director
- 8:45–9:30 **The Wisconsin Landscape for Superintendents**  
Dr. Jon Bales, WASDA Executive Director  
Dr. Bales will discuss the political, social, economic, practical and professional landscape for education professionals entering the superintendency. Participants will gain an understanding of the important aspects of the role of superintendent and things to think about when facing challenges inherent in the job. Jon will also discuss important considerations in the process of looking for the first superintendency and managing the transition into the role.
- 9:30–10:15 **A Superintendent's Inbox Activity**  
Dr. Joe Schroeder, AWSA Associate Executive Director  
Superintendents generally weigh out several factors to wisely respond to a host of issues that cross their desks. This segment will help you refine some of those considerations from the superintendent's perspective, as well as provide some opportunity to engage in a regular component of the selection process.
- 10:15–10:30 **Break**
- 10:30–12:00 **Panel of Superintendents, Within Their First Few Years in the Role**
  - Dr. Tonya Olson, Lake Mills SD District Administrator - Developing a Strategic Vision/Plan
  - Dr. Demond Means, Wauwatosa SD Superintendent - Communications and Community Building
  - Dr. Stephen Plank, Burlington SD Superintendent - Managing a System
  - Followed with Q&A.
- 12:00–12:45 **Lunch and Networking**
- 12:45–2:00 **Presentation/Q&A with Superintendent Search Firm Consultant**  
Dr. Jim Rickabaugh, Former Superintendent & Search Firm Consultant, Hazard, Young, Attea and Associates
  - The Superintendent Search Process: An Overview
  - Tips for the Applicant: Do's and Don't's
  - Determining Fit: What District is Right for Me?
  - General Q&A
- 2:00–2:15 **Break**

- 2:15-2:45     **Entry Plans - Your First 100 Days**  
Dr. Joe Schroeder, AWSA Associate Executive Director  
The interview process is complete and the position is yours. Now what? This segment will review what to expect and how to approach the job during the critical first months of a superintendency.
- 2:45-3:00     **Potential Next Steps/Check-in and Debrief**  
Dr. Joe Schroeder, AWSA Associate Executive Director  
Before leaving for the day, we will synthesize essential concepts, highlight available resources, and assist you in identifying next steps in the process that are right for you.
- 3:00            **Adjourn**

## Facilitators

Dr. Jon Bales  
Executive Director  
WASDA  
jbales@wasda.org

Dr. Demond Means  
Superintendent  
Wauwatosa School District  
meansde@wauwatosa.k12.wi.us

Dr. Tonya Olson  
District Administrator  
Lake Mills School District  
tonya.olson@lakemills.k12.wi.us

Dr. Stephen Plank  
Superintendent  
Burlington School District  
splank@basd.k12.wi.us

Dr. Jim Rickabaugh  
Former Superintendent & Search Firm  
Consultant Hazard, Young, Attea &  
Associates  
jim.rickabaugh@gmail.com

Dr. Joe Schroeder  
Associate Executive Director  
AWSA  
joeschroeder@awsa.org  
@joeschroeder23

# Aspiring Superintendent Resources

1. Go to the AWSA website: [www.awsa.org](http://www.awsa.org)
2. Click Professional Learning tab
3. Click Upcoming Events
4. Click Aspiring Superintendents Workshop
5. Scroll down to Resources: click here button

Questions:

Contact Joe Schroeder  
AWSA

Phone: (608) 241-0300  
[joeschroeder@awsa.org](mailto:joeschroeder@awsa.org)  
[@joeschroeder23](https://twitter.com/joeschroeder23)

## IS THIS FOR ME?

- Deciding the Profile of the School District to Consider
- The Right Stuff for Leadership Success
- Assessing and Presenting What You Have to Offer
- Creating a Professional Profile that Will Land You Your First Superintendency
- Do You Have a Ph.D or Ed.D?
- How to Know if You Are Ready
- Ten Reasons to Become a Superintendent
- Transferring Your Current Skill Set to the Superintendency

## THE INTERVIEW PROCESS

- Getting There From the Inside
- Six Types of Questions to Expect in the First Interview
- Good Interviewing is Relationship Building
- Eight Strategies that will Help You Determine the Financial Fitness of a School District
- Learning from Challenging Interviews
- Managing a “Blemish” on Your Record
- Rejection Does Not Have to Mean Dejection
- Ten of the Most Common Superintendent Interviewing Mistakes
- Ten Secrets for Preparing Yourself for a Great interview
- Working Effectively with a Search Consultant

## SCHOOL BOARDS

- Researching the School Board
- Negotiating Your First Contract
- Key Messages Board Members Want to Hear

## STARTING OUT

- Three Things that Can “Bite You” in Your First Year
- Five Expectations to Clarify with Your New Board
- Coping Strategies to Keep You Sane
- Dealing with what Your Predecessor Leaves Behind
- Focus Your Team
- Making the Transition
- Selecting and Working with a Mentor
- Start By Building a Strong Relationship
- Taming the Political Animal
- Thinking Within the Role