

**2018  
Middle  
and  
High School  
Principals  
Convention**

**AWSA**

**February 7 - 9, 2018**

**Kalahari Resort**

**Wisconsin Dells**



# SCHEDULE AT A GLANCE

WEDNESDAY

11:30 - 4:30	PRE-CONVENTION REGISTRATION
12:30 - 4:30	PRE-CONVENTION SESSION (\$69)
2:30 - 4:30	PRE-CONVENTION SESSIONS (\$39)
5:00	LIFETOUCH WELCOME RECEPTION

THURSDAY

7:00	REGISTRATION AND CONTINENTAL BREAKFAST
7:15 - 7:45	NEW PRINCIPALS BREAKFAST SPONSORED BY MEEMIC
8:00 - 8:20	WELCOME AND SECONDARY PRINCIPALS OF THE YEAR RECOGNITION
8:20 - 11:30	OPENING KEYNOTE: LUIS CRUZ
11:30 - 12:00	LUNCH
12:00 - 12:30	DESSERT WITH EXHIBITORS
12:30 - 1:30	CONCURRENT SESSIONS ROUND ONE
1:45 - 2:45	CONCURRENT SESSIONS ROUND TWO
3:00 - 4:05	ROUNDTABLE SESSIONS
5:00	RECEPTION SPONSORED BY JOSTENS

FRIDAY

7:15	OPTIONAL FELLOWSHIP BREAKFAST
7:30 - 9:00	BREAKFAST PROGRAM: AWSA'S AGENDA FOR EVIDENCE-BASED EDUCATIONAL POLICY
9:15 - 10:15	CONCURRENT SESSIONS ROUND THREE
10:30 - 11:45	CLOSING KEYNOTE: MARK SANDERS, SUSTAD

## REGISTRATION

Member Registration: \$199

Non-Member Registration: \$348

Pre-Conference Sessions: \$39 or \$69

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.

## LODGING

Kalahari Resort  
1305 Kalahari Drive, Wisconsin Dells  
[www.kalahariresorts.com](http://www.kalahariresorts.com)

\$112 single/double

Ask for: HS/MS Level Principals Conference 2018 block

Make overnight reservations before 1/17/18, after that date reservations may be made based on space and rate availability.

# WEDNESDAY, FEBRUARY 7

## 12:30-4:30 Pre-Con Session

### 1. Secondary School Leaders Legal Seminar

- Student Discipline and Athletic and Activity Codes, Malina Piontek, Attorney, Piontek Law (AWSA retained counsel), Bob Butler, Staff Counsel, WASB
- Investigations of Alleged Employee Misconduct: The Process Leading to the Report to the District Administrator, Mike Julka, Attorney, Boardman & Clark
- Law and Technology: Challenges and Solutions for Middle and High School Principals, Kirk Strang, Attorney, Strang, Patteson, Renning, Lewis & Lacy

## 2:30-4:30 Pre-Con Sessions

### 2. Winning with Social Media

*Andrea Gribble, Owner, #SocialSchool4EDU*

Schools know that they should be using social media to connect with their community, but that is easier said than done. In this hands-on workshop, we will share 7 strategies that will help reduce the overwhelm while celebrating your students and staff in a big way. Get ready to take this advice and immediately put it to work for your district!

After working with schools across the nation over the past four years, there is a formula to winning with social media. Andrea will share real examples from schools of all sizes. She will walk through the foundational pieces needed to be successful along with advanced systems to take your social media presence to the next level. This pre-conference session is for everyone interested in reaching more people with your school's story.

### 3. What's Next...Retirement Planning

*Joel Craven, Owner, Astrais Financial LLC  
(Horace Mann)*

This session will provide information on the three legs of a solid retirement: the WI Retirement System, Social Security and personal savings (e.g. Roth, 403(b) plans, etc.). The session will also cover what educators should know about putting savings to good use and public service loan forgiveness. Come with your questions and leave better prepared for your future.

## 5:00 Reception

Sponsored by:



# THURSDAY, FEBRUARY 8

**7:00 Registration and Continental Breakfast**

**7:15 New Members Breakfast**

**8:00 Welcome and Secondary Principal of the Year Recognition**

**8:20 Keynote: Building a School Culture of College and Career Readiness for All**

*Dr. Luis Cruz*

Dr. Luis F. Cruz, a former elementary, middle and high school principal, will focus on the tenants of leadership associated with establishing a school culture conducive to learning for all students. Participants are reminded that the true essence of leadership revolves around the ability to create environments conducive to the empowerment of others,



thus effective leadership in schools is a collective rather than individual endeavor. Included in the keynote are the works of John Maxwell, Anthony Muhammad, Rick Dufour and Robert Marzano, to name but a few of the scholars who contribute to this professional development opportunity. Delivered in an up-beat and passionate manner, the leadership keynote delivered by Dr. Luis F. Cruz has received rave reviews from leaders throughout the country for its ability to provide practitioners with an understanding of the manner in which theories associated with leadership are practiced.

**11:30 Lunch**

**12:00 Dessert with Exhibitors**

**12:30 Concurrent Sessions**

**1. Building School Culture**

*Luis Cruz*

Following up on critical success factors of a school culture focused on high levels of learning for all, join Luis Cruz for an expanded conversation and Q&A on this topic.

**2. Leading for Equity**

*Joe Schroeder, Associate Director, AWSA*

While there is much to celebrate in education in Wisconsin, the exceedingly large and persistent

achievement gaps are certainly not one of them! But while these gaps are persistent, they are not insurmountable. This session will highlight key approaches for leaders in addressing the problem, resources available, and potential next steps for leadership action. The session will also provide participants with means for helping self and others examine underlying beliefs, which, in many ways, are often at the heart of any significant effect to ensure excellent learning and opportunities for every Wisconsin student.

**3. Options for All, Requirements for None: Supporting and Including Transgender Students in Schools**

*Brian Juchems, Senior Director of Education and Policy, GSAFE*

This session will describe identity markers (biological sex, gender identity, sexual orientation) and identity development for transgender and gender nonconforming youth, as well as take a look at local data. He will provide practical guidance regarding appropriate policies and procedures when a request is received. In addition, he will share samples and resources relating to best practices for supporting this student population as well as how to anticipate and navigate community concerns. Please bring your questions and scenarios for discussion!

**4. Using Assessment Quality as a Lever for Engagement and Achievement**

*Tim Schell, Director of Curriculum &*

*Instruction, Waunakee and Tammy Gibbons, Director of Professional Development, AWSA*

Teachers make many instructional and assessment decisions in a given day. How do you know if the assessments teachers are choosing to inform instruction and are used to communicate progress are valid and reliable and demonstrate student understanding? As a leader, what role do you play in ensuring assessment quality? Ensuring assessment quality means understanding and coaching formative assessment. In this session, leaders will hear about the criteria for high-quality assessment that informs instruction and communicates learning as well as tools to conduct an assessment audit in your school or district.

**1:45 Concurrent Sessions**

**1. Personalized Learning at the Middle Level: A Leader's Responsibilities**

*Mike Comiskey, Principal, Kettle Moraine Middle School*

Join Kettle Moraine MS Principal Michael Comiskey as he describes his past and future journeys leading and walking alongside his administrative and teaching colleagues while they foster personalized

learning environments for KMMS's learners. Session content will span from the development of a new multi-grade house (Create), to the approaches underway in other single grade environments in the current school year, to plans for the years ahead.

## **2. People, Purpose, and Priorities: Practical Approaches For Expanding Your Impact**

*Joe Schroeder, Associate Director, AWSA*

Perhaps the greatest challenge of school leadership is that, by design, multiple people with multiple demands compete for your singular time! This session will provide three powerful tools that the thoughtful, skillful leader can put in place tomorrow to keep people, purpose, and priorities at the center despite these typical effectiveness/efficiency challenges to the role. The three tools presented will be new, value-adds to content shared for years by Joe Schroeder via the Managing to Lead (M2L) workshop, but will be equally helpful and relevant whether or not you have attended an M2L workshop in the past.

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## **4. Feedback and Monitoring in a Growth Oriented Supervision and Evaluation System**

*Tammy Gibbons, Director of Professional Development, AWSA*

This session will develop a greater understanding of strategies and systems that provide feedback to teachers that are aligned to high expectations, standards, and research-based effective instructional practices. High impact tools and resources will be shared to equip leaders with immediate strategies for implementation.

## **5. Assessment and Accountability (High School)**

*Tim Schell, Director of Curriculum & Instruction, Waunakee*

This session will provide an update on the Wisconsin state assessment in the high school level for the new Forward science assessment and the new civics exam graduation requirement. In addition, we will examine promising practices for using ACT suite assessments, best practices for professional development on assessment, and using a balanced assessment system appropriately to inform student learning in the high school.

### **3:00 Roundtable Session**

1. Standards Based Grading
2. Communicating in a Crisis
3. Integrated Comprehensive Systems to Eliminate Inequities in Schools
4. Transition to District Leadership
5. Wisconsin's School Mental Health Agenda: From Universal Training to Access to Care
6. Maximizing Feedback through Educator Effectiveness
7. Designing Your Professional Development Path
8. Early College Credit Program
9. School Safety Resources
10. Trauma-Sensitive Practices: Helping Students Achieve Personal and School Success
11. Attracting and Retaining Candidates Into Education
12. The Power of Connections
13. Peer-Mediated Strategies Which Build Community, Improve Academic Outcomes, and Strengthen Relationships
14. Finding the Unicorn: Work-Life Balance
15. Academic and Career Planning in Action

### **5:00 Reception**

*Sponsored by:*



# FRIDAY, FEBRUARY 9

## 7:15 Optional Fellowship Breakfast

School administrators support the boundless needs of those they lead and serve. But who supports them – particularly in ways tending to the heart and spirit? AWSA's Associate Executive Director, Dr. Joe Schroeder, has published his first book on this topic, *Labor of Love: A Spiritual Companion for Servant Leaders*. Joe will facilitate this breakfast conversation with those interested in exploring how we can support the heart, spirit, and mind of the school administrator in his/her leadership journey.

## 8:00 Breakfast Program

### 8:30 Legislative Update

*John Forester, WSAA*

John Forester will provide an update on the Legislative issues of most importance to secondary school leaders.

## 9:15 Concurrent Sessions

### 1. School-Wide Personalized Learning Implementation at a High School

*Kevin Kitslaar, Principal, and Stacey Kuehn, Principals, East Troy High School*

As co-principals at East Troy High School, we will share our journey and plans as we continue implementing personalized learning environment (PLE) school-wide at East Troy High School. It's our second year of transforming our focus to PLE, and over the course of those two years has taken steps to implement PLE in all classrooms for all students. PLE is a 4K-12 district focus and is supported through board policy. At each level, there are different challenges and questions that arise while implementing PLE. At East Troy High School, it is the belief that all students should have a personalized learning experience in all of their classes.

### 2. Teaching Self-Advocacy and Self-Determination

*Daniel Parker, Assistant Director of Special Education, Jessi Nichols, Consultant and Nancy Molfenter, Consultant, DPI*

For students receiving special education services through an Individualized Education Program (IEP), some of the strongest factors of post-high school success in college and career are self-advocacy and self-determination. These skills are not only important for students who will someday live and work independently, but also true for students who may require intensive natural supports and/or other long term supportive living and employment. This sectional will discuss structures and interventions for a variety of student abilities that promote self-determination and self-advocacy starting as early as pre-K through graduation or age 21.

### 3. Tools for Talking When the Stakes are High—Crucial Conversations

*Tammy Gibbons, Director of Professional Development, AWSA*

Holding conversations that need to be held require thoughtful preparation, skill, compassion and much more. In this session, attendees will be able to see and hear how others hold these important conversations. Equip yourself with a few “go to” moves for your next conversation.



### 10:30 Keynote: Our Leadership Opportunity: Building Effective, Comprehensive, Sustainable School Mental Health Programming

*Mark Sander, Director of School Mental Health, Hennepin County and Minneapolis Public Schools*

Evidence-based practices have made considerable growth over the past 10 years in increasing effective care delivery models within the mental health profession. Yet there continue to be significant barriers, mainly related to access, in addressing the needs of children, youth and families. Providing high quality, effective, comprehensive mental health services on-site at schools can significantly decrease many barriers to care for students and families. The focus of this presentation will be a comprehensive overview of school mental health from both local and national perspectives. Dr. Sander will describe program designs, funding models, and outcomes. Dr. Sander will also outline how to develop an integrated, comprehensive school mental health system in schools. Finally, Dr. Sander will share lessons learned from Minnesota on how to successfully sustain and expand these important programs.

### 11:45 Adjourn





MIDDLE & HIGH SCHOOL PRINCIPALS CONVENTION

February 7-9, 2018

REGISTRATION INFORMATION

Name:
Title:
School District:
School Name:
School Phone: ( )
Email address:

First name or Nickname for badge:

# In case of emergency during the convention, contact:
Name:
Day Telephone: ( )

Concurrent Sessions One

- Building School Culture
Leading for Equity
Options for All, Requirements for None
Using Assessment Quality as a Lever for Engagement and Achievement (Middle School)

Concurrent Sessions Two

- Personalized Learning at the Middle Level
People, Purpose and Priorities
Options for All, Requirements for None
Feedback and Monitoring in a Growth Oriented Supervision and Evaluation system
Assessment and Accountability (High School)

Concurrent Sessions Three

- School-wide Personalized Implementation at a High School
Teaching Self-Advocacy and Self-Determination
Tools for Talking When the Stakes are High

I will attending the Optional Friday Fellowship Breakfast

Return this form and payment to:
AWSA/WFEA
4797 Hayes Road, Suite 103, Madison, WI 53704
Phone: 608/241-0300 • Fax: 608/249-4973
www.awsa.org

REGISTRATION FEES AND PAYMENT

Member fee \$199
Non-member fee \$348

Pre-Convention Sessions:

- Secondary Principals Legal Seminar (\$69)
Winning With Social Media (\$39)
What's Next...Retirement Planning (\$39)

Total

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