



2020 MIDDLE & HIGH SCHOOL PRINCIPALS CONVENTION



FEBRUARY 12 - 14, 2020
KALAHARI RESORT | WISCONSIN DELLS

**FOR WISCONSIN MIDDLE AND HIGH SCHOOL
PRINCIPALS & DIRECTORS OF SECONDARY EDUCATION**



SCHEDULE AT A GLANCE

WEDNESDAY	11:00 - 4:00	Pre-Convention Registration
	12:00 - 4:30	Half Day Pre-Convention Sessions (\$69)
	2:00 - 4:00	Two Hour Pre-Convention Sessions (\$39)
	5:00	Welcome Reception Sponsored by Lifetouch
THURSDAY	6:45	Registration
	7:15 - 7:45	New Middle & High School Principals Breakfast
	8:00 - 8:30	Welcome and Secondary Principal of the Year Recognition
	8:30 - 9:45	Opening Keynote
	10:00 - 11:15	Concurrent Sessions
	11:15 - 12:45	Lunch and Dessert with Exhibitors
	12:45 - 2:00	Concurrent Sessions
	2:15 - 3:25	Roundtable Sessions
5:00 - 6:00	Reception Sponsored by Jostens	
FRIDAY	7:00 - 8:15	Optional Fellowship Breakfast
	8:30 - 9:15	Breakfast Program
	9:15 - 10:15	Concurrent Sessions
	10:30 - 11:45	Closing Keynote

LODGING

Kalahari Resort
 1305 Kalahari Dr.
 Wisconsin Dells, WI
 \$129 for single/double/triple/quad rooms
 877-253-5466
 Ask for: High School/Middle School Level
 Principals Conference 2020

The time to book a block room at a discounted rate will end 1/12/20. 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: \$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.

12:00-4:30 | Half Day Pre-Con Sessions

1. Secondary Principals Legal Seminar

12:00-1:15 | Privacy, Investigations and the Media: Everything You Have Always Wanted to Know About Difficult Legal Situations But Were Afraid to Ask
Malina Piontek and Joe Donovan

1:30-2:45 Legal Considerations for Building Administrators in An Election Year
Mike Julka

3:00-4:15 Law and Technology: Challenges and Solutions for Middle and High School Principals
Kirk Strang

2. High School Data Inquiry: College/Career Readiness

Mary Ann Hudziak and Lisa Arneson
 Is your high school using data to evaluate readiness? Most will agree that college and career readiness is more than a test score, but what other data should be investigated? In this session, participants will use WISEdash for Districts and other data sources to conduct inquiry into equity and outcomes surrounding college and career readiness. Data sources to be examined will include: rigorous coursework, enrollment demographics, academic achievement and growth, career readiness, postsecondary enrollment, and skills readiness. In addition, data sources for the new Act 59 reporting requirements will be examined. Come ready to conduct an inquiry into your high school data and determine equity needs.

2:00-4:00 | Two Hour Pre-Con Session

4. Culturize: Every Student. Every Day. Whatever it Takes

Jimmy Casas
 Eradicate Average! CULTURIZE Your School. Average schools don't inspire greatness--and greatness is what our world needs if we are going to produce world-changing learners. In this presentation author and education leader Jimmy Casas shares insights into what it takes to cultivate a community of learners who embody the innately human traits our world desperately needs, such as kindness, honesty, and compassion. His stories reveal how these "soft skills" can be honed while re-defining the purpose of the work you do so you will aspire for nothing short of excellence!

5. Planning for Your Retirement

Joel Craven
 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.

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



7:15 | New Middle and High School Principals Breakfast

8:00-8:30 | Welcome and Secondary Principal of the Year Recognition



8:30-9:45 | Opening Keynote
Start. Right. Now. Teach and Lead for Excellence

Jimmy Casas

Excellent teachers lead and excellent leaders teach. Excellent teachers and excellent leaders have much more in common, including 4 key behaviors they exhibit on a daily basis: They Know the Way, Show the Way, Go the Way, and Grow Each Day. Whether leading students or staff, these amazing educators know that in order to lead effectively, we must Start Right Now. In this session, you will explore the importance of teaching and leading from a framework of core values and discover ways to act upon these values to improve the climate and culture of your classroom, school, or district. Learn new ways to inspire, build capacity, model successful behaviors and grow professionally each and every day.

Jimmy Casas served twenty-two years as a school leader, including fourteen years as Principal at Bettendorf High School. Under his leadership, Bettendorf was named one of the Best High Schools in the country three times by Newsweek and US News & World Report. Jimmy was named the 2012 Iowa Secondary Principal of the Year. In 2014, Jimmy was invited to the White House to speak on the Future Ready Schools pledge. Jimmy is also the author of four books, "What Connected Educators Do Differently," "Start. Right. Now. - Teach and Lead for Excellence," the best-selling book "Culturize – Every Student. Every Day. Whatever it Takes," and his latest release, "Stop. Right. Now. – The 39 Steps to Making Schools Better."

10:00-11:15 | Concurrent Sessions

1. Select for Excellence: 8 Proven Tips to Improve Your Hiring Practices

Jimmy Casas

There is nothing more important than selecting the right people, people with the right talent who want to be excellent! However, are you modeling excellence during the interview process? Do you approach the selection process with the intention of establishing a meaningful relationship with each candidate? What are the candidates saying about you and your school once they leave the interview? In this session Jimmy will share 8 Tips to Improve Your Hiring Practices, leaving candidates looking back after they complete the interview process saying, "I would give anything to work for that organization!"

2. Self-Care as Community Care: Growing the 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.

3. We ARE or We DO? Monitoring the 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.

4. Customized Professional Development

Brenda Vogds and Eric Hill

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.

5. 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, cyber safety, 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"*.

11:15-12:45 | Lunch and Dessert with Exhibitors

12:45-2:00 | Concurrent Sessions

1. Getting Started with Grading for Learning

Jerry Pritzl and Mark Hoernke

Moving from traditional grading to a Grading for Learning system can feel like an insurmountable challenge. While difficult to implement, the gains in student achievement and positive school culture are undeniable. This session will guide school leaders through the key components of a successful implementation. The session will also highlight the deliberate leadership practices necessary to lead this transformative change in a school system.

2. Grading for Learning: Moving Forward

Larry Zeman

Have you survived the initial shock of transitioning your school to learning friendly grading practices and standards-based grading? Are you ready to work on strategies to connect grading with your curriculum, reduce administrative duties for your teachers, and to motivate students? This session will highlight strategies on how to connect your curriculum with your grade books, how to simplify teacher grading, and how to implement immediate tier II interventions based on real time student learning data.

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. High Impact Leadership 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.

5. All About the Learners

Brenda Vogds and Eric Hill

Many educators struggle with effecting lasting change for all students in a traditional educational environment. The good news is that there is a growing movement of educators who are working to build an educational ecosystem that places the learner at the center. The Institute for Personalized Learning will highlight key entry points to make learner-centered education a reality. Participants will discuss and explore the differences between learners

and learning and will walk away with strategies on how to get started in their own schools. If you have been intrigued with the personalized learning movement but were unsure how to make it a reality in your school, this session is for you!

2:15-3:25 | Roundtable Sessions

Two Rounds: 2:15-2:45 PM and 2:55-3:25 PM

Full Descriptions Available at www.awsa.org

1. No More Snow Days: Making Virtual Learning Work

Bob Vitale, Kirk Woosenraft and Jeff Haubenreich

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

Derrick Kunsman and Katie Bergeron

3. Self-Care and Work-Life Balance

Joe Schroeder

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

Kristen Devitt

5. Beyond Scores: Redefining Career and College Readiness

Tim Schell

6. Building to District-Level Leadership: A Lens Adjustment

Laura Love

7. Everything you Wanted to Know about Special Education but were Afraid to Ask: Bring Your Question to the DPI Special Education Team

Alicia Reinhard and Christina Spector

8. Restorative Practices

Sara Eichten and Shannon Donnelly

9. State Supports for Meeting Students' Mental Health Needs

Gregg Curtis (Invited)

10. Do Your Students Have a Voice?

Jon Bosworth

5:00-6:00 | 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.

8:30-9:15 | 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. 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.

2. Legislative Update

John Forester

AWSA and the School Administrators Alliance's John Forester will provide an update on the Legislative issues of most importance to secondary school leaders, including issues related to tobacco, vaping and related products.

3. 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.

4. Tools Every Secondary Leader Needs for Communicating About Critical Issues

Joe Donovan

We all know that effectively engaging students, staff, parents, and other stakeholders is vital for principals. But, how do we have effective two-way communication about the most sensitive issues we face, from issues related to student and staff social media posts to arrests on school grounds to facilities-related crises to prom wardrobe issues? In this session, communications expert Joe Donovan will introduce a process and set of tools to thoughtfully engage all stakeholders about critical issues. Participants are encouraged to bring their most challenging communications issues to the session.



10:30-11:45 | CLOSING KEYNOTE

The Power of Integrity

Colonel Art Athens

Integrity is essential for living lives of purpose and impact and building teams founded on trust and commitment. This presentation answers four key questions:

- (1) What do we mean by integrity?
- (2) What does integrity look like in action?
- (3) How does a leader maintain his or her integrity, particularly in challenging circumstances? and
- (4) How does a leader create an organizational climate of integrity?

Colonel Athens is the Director of the U.S. Naval Academy's Vice Admiral James B. Stockdale Center for Ethical Leadership and a member of the Academy's Senior Leadership Team. Colonel Athens retired from the Marine Corps in July 2008. As a Marine Officer, he commanded units in the 3rd and 4th Marine Aircraft Wings, served with the U.S. Space Command and instructed at Marine Aviation Weapons and Tactics Squadron 1, the Marine Corps' equivalent of the Navy's Top Gun School. Additionally, he was a White House Fellow under President Ronald Reagan, the Special Assistant to the NASA Administrator following the Space Shuttle Challenger accident, the Executive Director of OCF, a worldwide non-profit organization helping military personnel integrate their faith and profession, the Commandant of the United States Merchant Marine Academy, and the Naval Academy's first Distinguished Military Professor of Leadership.





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

Pre-Convention Sessions:

- Successful Mental Health Efforts in Action - \$69
- Secondary Principals Legal Seminar - \$69
- High School Data Inquiry- \$69
- Culturize: Every Student. Every Day. Whatever it Takes - \$39
- Planning for Your Retirement - \$39

Roundtables (Select Two)

1 2 3 4 5 6 7 8 9 10

Dietary Needs?

- Gluten Free
- Vegetarian
- Vegan
- Allergy _____

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

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Concurrent Sessions One

- Select for Excellence
- Self-Care as Community Care
- We ARE or We DO?
- Customized Professional Development
The Culture Shift to Protect and Empower the Digital-Age Student

Concurrent Sessions Two

- Getting Started with Grading for Learning
- Grading for Learning: Moving Forward
- Navigating the Long Implementation Bridge
- High Impact Leadership Teams
- All About the Learners

Concurrent Sessions Three

- Leveraging EE Flexibility to Deepen Leadership Impact
- Legislative Update
- Conversations that Cultivate Reflection and Leverage Improvement
- Tools Every Secondary Leader Needs for Communicating About Critical Issues

- 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 Middle and High School Principals Convention