

AWSA MEMBER HANDBOOK



Because Leadership Matters!

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THE ASSOCIATION OF WISCONSIN SCHOOL ADMINISTRATORS INCREASES ADMINISTRATORS' EFFECTIVENESS IN EQUITABLY PROMOTING THE INTELLECTUAL, SOCIAL, AND EMOTIONAL GROWTH OF ALL STUDENTS.

PROFESSIONAL LEARNING: COHERENCE AND CAPACITY BUILDING

AWSA has identified **six “core pillars”** that are the focus of our professional learning opportunities. AWSA maintains these pillars by annually reviewing: administrative standards, research on high-impact leadership practices, and member input.

These pillars include:

- Learning Leadership
- Data Use and Performance Management
- Collaborative Professional Culture
- Operations Management
- Communications and Community Engagement
- Professionalism and Advocacy

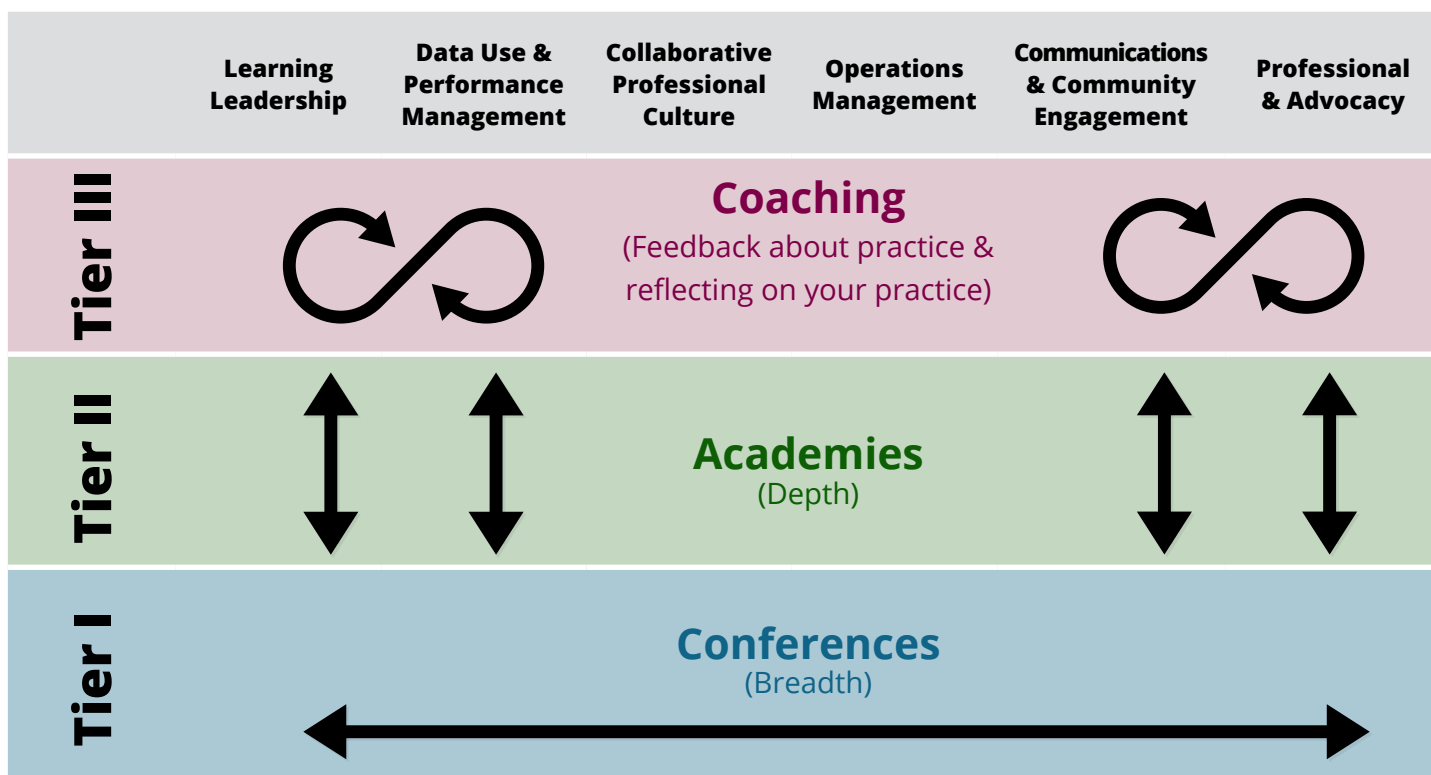
Capacity Building: Three Tiers of Professional Learning

AWSA provides tiered opportunities to meet school leaders’ full range of learning needs:

Tier I - “Conferences” provide professional learning, information and networking opportunities across the administrator standards (breadth).

Tier II - “Academies” provide focused training on targeted pillars and related high-leverage practices and competencies for leaders (depth).

Tier III - “Coaching” to further equip leaders with tools and strategies to lead effectively.



CONFERENCES AND WORKSHOPS

Elementary Principals Convention

October 1-3, 2025 | La Crosse Center

[Learn more here](#)

School Leaders Advancing Technology in Education

December 8-10, 2025 | Kalahari Resort, Wisconsin Dells

[Learn more here](#)

Associate Principals Convention

January 28-30, 2026 | Grand Geneva Resort, Lake Geneva

[Learn more here](#)

Middle & High School Principals Convention

February 11-13, 2026 | Hyatt Regency, Green Bay

[Learn more here](#)

Aspiring Superintendents Workshop

February 17, 2026 | Hilton Garden Inn, Sun Prairie

[Learn more here](#)

Aspiring Administrators Workshops

March 4, 2026, Hilton Garden Inn, Sun Prairie OR

April 15, 2026, Wisconsin Dells

[Learn more here](#)



AWSA ACADEMIES: INVESTING FOR IMPACT

School leaders and leadership teams are seeing a return on their investment of time in one of AWSA's in-depth academies in [improved student outcomes](#). Each of these academies involves a series of sessions designed to help participants engage deeply in their learning, with enough opportunity to apply and integrate what they are learning throughout the series so that such efforts can meaningfully take hold in local leadership action.

Given many leadership demands, choosing the most appropriate route for deep learning and support can often present considerable challenges. We have designed the following table to help leaders think through their greatest local needs and then consider the AWSA academy that would best address that need.

Which Academy Is Right For Me?

If your identified need is __,	Then consider the __.
A) Gaining support and coaching as an administrator in your first year of service.	Launching Academy
B) Shifting from surviving as an administrator to thriving as an effective and balanced learning leader who is developing a learning organization.	Building Academy
C) Promoting self actualization of experienced learning leaders to ensure schools of equity and excellence that leave a lasting legacy.	Mastering Academy (Next offered in 2026-27)
D) Enhancing continuous improvement cycle impact on deep-seated problems of practice, for experienced administrators who have worked through other AWSA career-based academies. (The three academies above.)	Mastering Academy: Deepening Impact
E) Implementing or sustaining professional learning communities as a means to ensure high levels of student achievement and engagement.	Leading Professional Learning Communities
F) Stop chasing the walkie! Implement effective behavior support systems to reduce common disruptions, increase student learning, and allow leaders to focus on instruction.	Climate Catalyst Academy
G) Developing the capacity to provide coaching and feedback that is aligned to high expectations, standards, and research-based effective instructional practices.	Impactful Coaching Academy
H) Supporting building leaders to reflect on their impact utilizing a continuous improvement mindset.	Supporting Principal Excellence
I) Building focus and coherence of your system's continuous improvement agenda into related short-term cycles of intentional action and progress monitoring.	School Administrators Institute for Transformational Leadership (SAIL)

CAREER STAGE ACADEMIES



LAUNCHING

Launching Academy

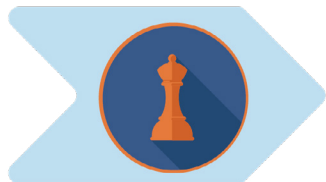
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BUILDING

Building Academy

[Click Here for More Information](#)



MASTERING

Mastering Academy

[Click Here for More Information](#)



Deepening Impact

Mastering Academy: Deepening Impact

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HIGH LEVERAGE PRACTICE ACADEMIES



Leading Professional Learning Communities

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Impactful Coaching Academy

[Click Here for More Information](#)



Impactful Coaching Academy: Advancing Your Skills

[Click Here for More Information](#)

Supporting Principal Excellence



Supporting Principal Excellence Academy

[Click Here for More Information](#)



Climate Catalyst Academy

[Click Here for More Information](#)

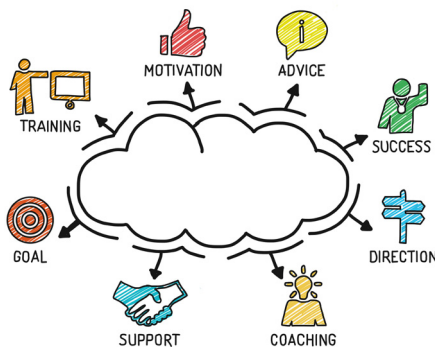
CONTINUOUS IMPROVEMENT FOR TRANSFORMATION



School Administrators Institute for Transformational Leadership (SAIL)

[Click Here for More Information](#)

COACHING FOR SCHOOL LEADERS



School leaders want results and coaching can be the key to thriving, not just surviving in the role. Choosing to work with an AWSA coach will provide support for change leadership, workforce management, raising consciousness, and helping a school leader be reflective on their impact.

Trained coaches are available to support school leaders across the state. Choose the option that works best for your schedule!

- In Person: Monthly \$1,500 or Every other Month \$800
- Virtual: Monthly \$1,000 or Every other Month \$550

To apply for a coach please fill out the form at www.awsa.org/ProfessionalLearning/CoachingRequest or call the AWSA office at 608-241-0300.

**98% of members
would recommend
AWSA to a colleague!**



SCHOOL AND DISTRICT WORKSHOPS: BRINGING PROFESSIONAL LEARNING TO YOU

There may be times when traveling to a workshop or conference doesn't fit your leadership or budget needs. That's why Joe Schroeder, Tammy Gibbons and Yaribel Rodriguez have developed half-day and full-day workshops to take to your school, district, athletic conference, or local principals' group.

During these workshops you will work on developing, creating, analyzing, and sustaining leadership practices and systems in which teachers and students will be supported and successful. These workshops are interactive, informative, and go beyond "sit and get" by engaging AWSA members in the opportunities and challenges they are facing today, with results that will continue tomorrow and into the future.



Available Workshops with Tammy Gibbons:

- Cultivating a Culture of Feedback
- Leader Development & Initiative Implementation Planning
- Cultivating Equitable Mindsets & Practices in the Classroom
- Healthy Conflict Strategies for Teachers & School Leaders
- Leading Professional Learning Communities



Available Workshops with Joe Schroeder:

- Managing to Lead
- In Pursuit of Service Excellence
- Succeeding as a Change Leader in Changing Times



Available Workshops with Yari Rodriguez:

- Culturally Responsive Teaching
- Closing Achievement Gaps
- Leading and Supporting Bilingual Schools

Contact Tammy Gibbons, Joe Schroeder or Yari Rodriguez for additional information
call (608) 241-0300 or email

tammygibbons@awsa.org | joeschroeder@awsa.org | yaribel@awsa.org

INFORMATION AND NETWORKING

Powerful Publications



AWSA Update Bulletin

AWSA's Update Bulletin is our electronic newsletter, emailed to members every other week. The bulletin contains up-to-date state news, professional articles, DPI news, legal updates, and professional development opportunities

The Update is available in Elementary, Secondary, and District editions to best suit your needs and interests. The most current Update and archived articles can be found at www.awsa.org/awsa-update-bulletin.

Wisconsin Education News

A daily compilation of news stories is sent right to your inbox, Monday through Friday, giving you a statewide perspective on legal, budgetary, and regulatory issues, as well as success stories and award-winning programs. The Wisconsin Education News is also posted daily on the AWSA website.



Once a month, AWSA brings you **THE MAIN IDEA** which creates an 8-page summary of a current education book each month. This summary contains the core ideas of the book, and organizes those ideas with enough accompanying details and examples so you can have a working knowledge of its content.

At the end, THE MAIN IDEA includes a full page of suggestions for ways to use the ideas in the book for professional development of your staff.

Every week AWSA brings you the **Marshall Memo**. Published since 2003, it is designed to keep principals and other educators well-informed on current research and best practices in the field. Kim Marshall, drawing on his experience as a teacher, principal, central office administrator, consultant, and writer, lightens the load of busy educators by serving as their "designated reader."



Marshall Memo

To produce the Marshall Memo, Kim subscribes to 44 carefully-chosen publications and looks through scores of articles each week to select 5-10 that have the greatest potential to improve teaching, leadership, and learning. He then writes a brief summary of each article, provides links to full articles when available, and highlights a few striking quotes.

Online Forums

Providing opportunities for busy leaders to network is important to us at AWSA. Communities in Google Spaces are provided to members as a venue to pose a question, learn from others and engage with principals across our state. Join any one of the existing communities and begin networking today!

[Elementary Leaders Forum](#)

[Middle and High School Leaders Forum](#)

[Associate Principals Forum](#)

[District Learning Leader Forum](#)

LEGAL INFORMATION AND SUPPORT:

TELEPHONE CONSULTATION AND LEGAL FEE REIMBURSEMENT

Educational leadership requires staying on the right side of a wide variety of state, federal and local laws and regulations. AWSA members receive regular legal updates and access to legal presentations—and they may call our attorney on any job-related legal issues that may arise within their schools or districts. This unlimited service is available at no additional cost to regular members.

In addition, members are eligible for up to \$1,500 legal fee reimbursement for employment-related legal services.

COMMUNICATIONS INFORMATION AND SUPPORT:

CRISIS RESPONSE, TOOLS AND TEMPLATES

Effective school leaders engage stakeholders in meaningful ways to promote student success. The following resources support you in this important work.

- **Crisis Communications:** One of the most important aspects of dealing with a crisis is knowing what to communicate, along with to whom and how. With this in mind, [the Donovan Group](#), an education-focused communications firm, provides crisis communications support to AWSA members.
- **Communication Tools:** Are you maximizing your website, social media and other communications tools to engage key stakeholders in support of your students? AWSA maintains tools that will help you assess your communication strengths and help identify areas of growth.
- **Communication Templates:** Working with the Donovan Group AWSA monitors social media issues impacting schools and provides templates for school leaders to use in communicating with their students, parents, and communities.

CAREER SUPPORT

We know how much school leadership matters. AWSA's Career Center provides members with the information they need to grow in this important profession, including:

- [Compensation information and data](#)
- [Contract review and support](#)
- [Job-related consultation](#)
- [Job Postings](#)
- [Interview preparation](#)
- [Resume/cover letter review](#)

ADVOCACY

AWSA provides a strong and respected voice on state and national issues affecting K–12 schools and principals. At the state level, AWSA is a proud member of the Wisconsin School Administrators Alliance. While at the national level, AWSA works closely with both of our national affiliates government relations teams (The National Association of Elementary School Principals and the National Association of Secondary School Principals).

AWSA members are actively involved with developing policy recommendations and advocating for those recommendations to become law.

Staff

Jim Lynch Executive Director
Joe Schroeder Associate Executive Director
Tammy Gibbons Director of Professional Development
Yaribel Rodriguez Director of Urban Leadership
Steve Schroeder Director of Administration & Analysis
Kathy Gilbertson. Coordinator of Professional Development
Katie Lowe Coordinator of Communications & Technology
Robin Herring Coordinator of Membership & Operations
Norene Hooker Administrative Assistant
Dee Pettack Director of Government Relations
Malina Piontek Attorney (retained)
Joe Donovan Communications Consultant (retained)



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