

# 2017-18

# PROFESSIONAL

# LEARNING

## AWSA

### Conferences (Tier I)

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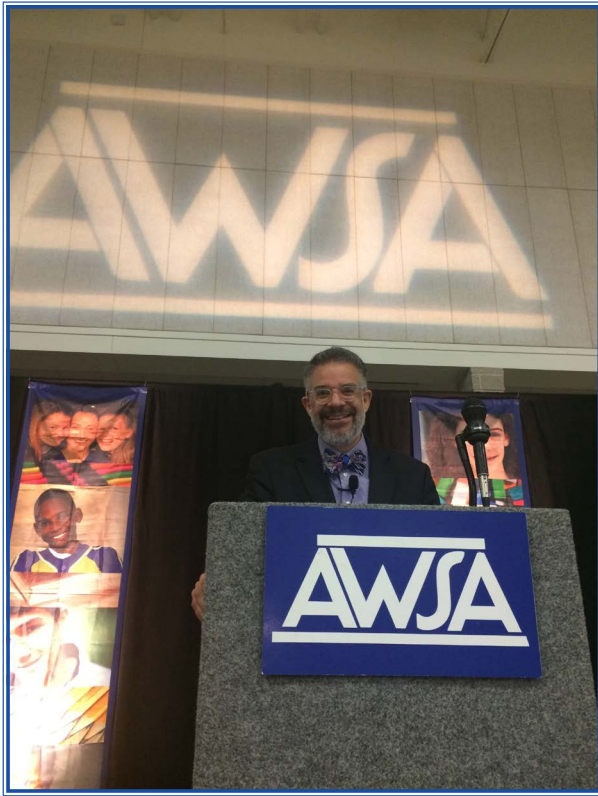
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Association of Wisconsin School Administrators  
4797 Hayes Road, Ste. 103  
Madison, WI 53704  
608-241-0300

# Grade Level Conventions

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Grade Level Conventions are designed by AWSA advisory committee members who know what building administrators face “in the trenches” each and every day. These conventions deal with the specific issues of each grade level population. Each convention provides valuable time for networking with colleagues about current issues.



## Elementary Principals Convention

October 11 - 13, 2017

Hyatt Regency, Green Bay

## Associate Principals Conference

January 24 - 26, 2018

Concourse Hotel, Madison

## Middle School & High School Principals

February 7 - 9, 2018

Kalahari Resort, Wisconsin Dells

# Aspiring Superintendents Workshop

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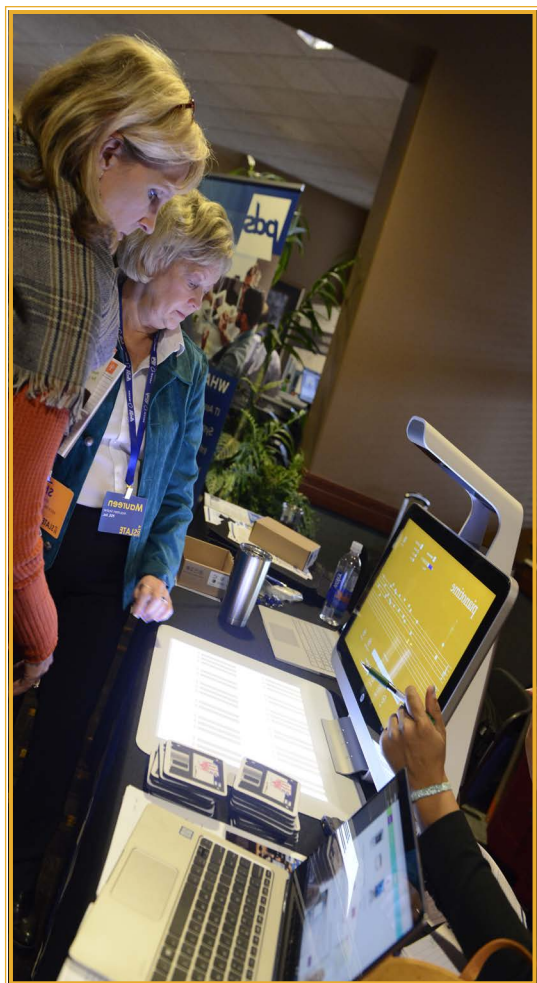
February 1, 2018 - Holiday Inn @ the American Center, Madison

The Aspiring Superintendents Workshop is co-sponsored by AWSA and WASDA to:

- Attract highly motivated, talented, and committed educators to pursue leadership in Wisconsin's school districts.
- Support principals and other administrators as they explore and prepare for service as district administrators.
- Connect aspiring district administrators with an active network of other future leaders and practicing district administrators for support and guidance.

Potential superintendents are introduced to the profession through a variety of publications, professional development offerings, and networking opportunities. The program addresses the following issues:

- What superintendents do
- What it takes to be an effective superintendent and how to know if you are ready
- What school boards are looking for
- How the search process unfolds
- How school boards and candidates work with search consultants
- Connecting aspiring district administrators with an active network of other future leaders and practicing district administrators for mentoring and guidance
- Job search, interview strategies, and tips
- The transition to the superintendency
- Finding the district that is the right fit for you



# School Leaders Advancing Technology in Education

December 4-6, 2017  
Kalahari Resort, Wisconsin Dells



SLATE gives school teams the opportunity to come together to develop a common language, vision and plan for purposeful and coordinated use of technology tools and strategies that will ensure our students are prepared for the 21st Century.

Find Out More At:  
[www.slateinwi.com](http://www.slateinwi.com)

Hundreds of Wisconsin educators will present information about the ways in which they have successfully integrated technology into their districts, schools and classrooms.

Sponsored jointly by AWSA and WASDA.  
Available for credit.



## Quality Educator Convention

Monona Terrace June 21-23, 2017

The QE is designed for school and district leaders, curriculum and instructional specialists, and teacher leaders to take learning to new heights in their systems. Our theme for 2017 is

**Leading for Students' Academic, Social, and Emotional Success.** The convention includes over 40 sessions on the following:

### Learning Leadership

- High-Leverage Practices
- Grading for Growth
- Personalization
- Redefining Ready
- Equitable Opportunities for Every Student/ Cultural Competence
- Academic and Career Planning in Action

### Dynamic School Culture

- Developing PLC Capacity
- Educator Effectiveness Practices that Promote Individual and School-wide Growth
- Safe and Supportive Schools
- Comprehensive School Mental Health: Key Components From Universal Training to Access to Care

### Operational Excellence

- Finding Your Focus
- Systems/Implementation Science

### Communication and Community Engagement

- 21st Century School District Communications
- Family and Community Engagement

Cost \$249

Sponsored jointly by AWSA and WASDA.  
Available for credit.

[www.qeconvention.com](http://www.qeconvention.com)



# Managing to Lead

Finding time for what matters most – at work and at home



*This workshop is also available as an onsite school or district workshop. Contact Joe Schroeder for additional information at (608) 729-6656 or [joeschroeder@awsa.org](mailto:joeschroeder@awsa.org)*

The multiple change initiatives underway in education demand more time for learning leadership than ever before. How will you manage such leadership challenges? Where will you find the time? Managing to Lead is designed for an administrator and his/her administrative assistant (secretary) to take TOGETHER. This has helped countless teams and schools take substantial “leaps forward” in their work – and in their personal lives.

Register for this one-day workshop with your teammate and find a better way!

*July 27, 2017 - Holiday Inn,  
Stevens Point*

*August 9, 2017 - Shorewood  
Intermediate School, Milwaukee*

- Reflect on the common design mismatch of managing a school with 20th century routines while trying to lead a 21st century learning organization.
- Understand how this design mismatch inhibits desired results -- inside and outside of work.
- Articulate specific goals for professional and personal growth.
- Find sustainable ways to increase impact on what matters most and build a sense of team.

Participants spend the day working together as a team to improve time management and office procedures for a more productive, professional, and enjoyable daily work experience.

Cost: \$180 for AWSA Member Team, \$360 Non-Member Team

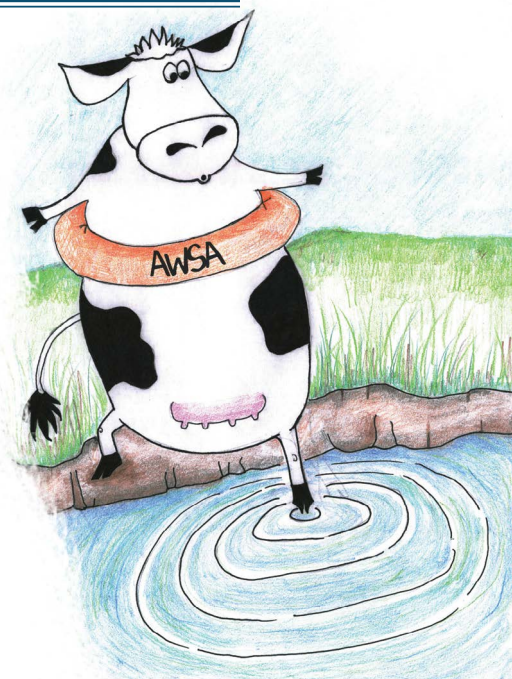
## Growing Our Own: Aspiring Administrators Program

*April 10, 2018 - Holiday Inn @ the American Center, Madison  
April 11, 2018 - Jefferson Street Inn, Wausau*

The Aspiring Administrator Program is for outstanding educators considering administrative careers. The program encourages these individuals to learn from administrators for an introduction to topics, issues, problems, and other facets of school administration. Please accept this opportunity to impact our profession by nominating one of your staff.

Services include:

- Receipt of AWSA publications
- Attendance at the Aspiring Administrator Workshop (held in two locations in April) at a reduced registration fee
- Free admission to all other AWSA-only sponsored conferences and conventions, subject to space limitations\*
- Access to AWSA staff members for information and advice



**Testing the Waters Before  
Taking the Plunge**

\*AWSA reserves a limited number of seats at AWSA sponsored only conferences/conventions for Aspiring Administrators on a first come/first served basis for each event. Additional participants of the Aspiring Administrator Program may attend at the member fee.

# Academies: Focused, In-Depth Learning

## Which academy is right for me?

Over time at AWSA, we have developed a number of academies that provide a depth of learning and growth for education leaders in the most complex areas of the work. 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 options of need, choosing the most appropriate route for deep learning and support can often present considerable challenge. To assist with this challenge, 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.

| If your identified need is _____,   | Then consider the _____.  |
|---|---|
| A) Support and coaching as an administrator in your first year of service   | <b>New Building Administrators Academy (NBAA)</b>                             |
| B) Building focus and coherence of your system's improvement agenda and related short-term cycles of intentional action, leading to significant adult practice and student achievement gains  | <b>School Administrators Institute for Transformational Leadership (SAIL)</b> |
| C) Deep analysis and problem solving of the complex problems of equity to address persistent achievement gaps, however they are manifested within your local community  | <b>Leading for Equity Academy (LEA)</b>                                       |
| D) Equipping leaders with the tools, language, and keen observation skills to better "see" and articulate the nuance of skillful teaching so that they can thoughtfully match feedback and resources to the most relevant teacher needs | <b>Analyzing Teaching for Student Results Academy (ATSR)</b>                  |
| E) Developing the capacity to provide coaching and feedback that is aligned to high expectations, standards, and research-based effective instructional practices.  | <b>Impactful Coaching Academy</b>   |
| F) Developing assessment literacy capacity in order to lead continuous improvement efforts that focus on high quality teaching, learning, and organizational excellence.  | <b>Data Leadership Academy</b>  |

Wisconsin is a large state and weather can compromise attendance for educators. Therefore, AWSA is committing to a rotating regional approach in locations for our academies. The following calendar reflects our offerings and their rotating locations for the next two years. It's important to recognize that some offerings are repeated in different locations in a given year.

| Region                 | 2017-18  | 2018-19  |
|------------------------|--|--|
| <b>Fox Valley</b>      | <ul style="list-style-type: none"> <li>Analyzing Teaching for Student Results Academy</li> <li>Impactful Coaching Academy</li> </ul>   | <ul style="list-style-type: none"> <li>Data Leadership Academy</li> <li>Leading for Equity Academy</li> <li>New Building Administrators Academy</li> </ul>   |
| <b>Eau Claire Area</b> | <ul style="list-style-type: none"> <li>Data Leadership Academy</li> <li>Leading for Equity Academy</li> <li>New Building Administrators Academy</li> </ul>                                     | <ul style="list-style-type: none"> <li>Analyzing Teaching for Student Results Academy</li> <li>Impactful Coaching Academy</li> </ul>   |
| <b>Madison Area</b>    | <ul style="list-style-type: none"> <li>Data Leadership Academy</li> <li>Impactful Coaching Academy</li> <li>New Building Administrative Academy</li> <li>Leading for Equity Academy</li> </ul> | <ul style="list-style-type: none"> <li>Analyzing Teaching for Student Results Academy</li> <li>Data Leadership Academy</li> <li>Impactful Coaching Academy</li> <li>New Building Administrators Academy</li> </ul> |
| <b>Milwaukee Area</b>  | <ul style="list-style-type: none"> <li>Analyzing Teaching for Student Results Academy</li> <li>Impactful Coaching Academy</li> <li>New Building Administrators Academy</li> </ul>              | <ul style="list-style-type: none"> <li>Leading for Equity Academy</li> <li>New Building Administrators Academy</li> </ul>  |

# New Building Administrators Academy

...FOR THE SUCCESS OF FIRST YEAR PRINCIPALS, ASSOCIATE PRINCIPALS AND OTHER SCHOOL LEADERS

**Audience:** First-year principals, associate principals, and deans of students

**Outcomes:** Provide the guidance, support, and networking necessary for school-level administrators to succeed in year one and beyond.

The NBAA does this by providing:

- Just-in-time and ongoing professional learning throughout the course of the first year
- Examples of best practices and thoughtful approaches that address major responsibilities of school-level leadership
- An abundance of resources to assist with on-the-job questions, concerns, and experiences
- A professional network of job-alike peers facilitated by first-rate administrative veterans
- Comprehensive support for licensure needs related to your own administrative PDP and of those you supervise



**Cost for the Year-long Series:** \$335 program fee for members OR \$564 fee for non-members OR \$840 for annual AWSA membership plus NBAA Academy fee

**Duration/Dates:** 5 sessions: 3 face-to-face, 2 virtual

August 8, 2017: full-day, Country Springs, Waukesha

November 7, 2017: full-day, Holiday Inn-South, Eau Claire

April 25, 2018: full-day, Comfort Inn, DeForest

1 PM October 4, 2017 Webinar

1 PM January 30, 2018 Webinar

**Options:** For the second year, AWSA is pleased to once again offer ongoing coaching through a certified coach as an additional option for participants in the NBAA through the following packages:

|   |  |
|---|--|
| Monthly Coaching (8, 60-minute sessions)    | \$1190 for Members<br>\$1705 for Non-Members |
| Bi-weekly Coaching (15, 60-minute sessions) | \$1420 for Members<br>\$1935 for Non-Members |
| Weekly Coaching (30, 60-minutes sessions)   | \$2545 for Members<br>\$3060 for Non-Members |



# SAIL Academy

**Audience:** Teams of administrators from the same district or school, with additional teacher leader team members strongly recommended.

Both school-based and district-based teams are eligible for participation in SAIL. Composition of each team is up to the team leader and has typically ranged in size from 4 to 18 members.

**Outcomes:** SAIL (which stands for the School Administrators Institute for Transformational Leadership) is a two-year, team-based, cohort program designed to address the disconnect between the initiative overload on one hand and the expectations for raised results on the other through a common problem-solving and leadership development framework. The major goal of SAIL is to help each team identify improvement foci tailored to their local setting, from which to build local expertise at a level of depth that will lead to significant student achievement gains.

Some Key Features of the SAIL program include:

- Development of a customized improvement plan via a common problem-solving process
- A focus on shared understanding underlying the local improvement plan in order to build collective focus, commitment, and trust
- Development of deep knowledge and skill in areas of focus
- 100-day improvement cycles that stimulate the regular inquiry, planning, action, monitoring and reflection necessary to accelerate the learning and improvement processes
- Ongoing coaching support through a process of gradual release to allow for sustainability of team learning and processes upon exit from the program

**Credit:** Participants may seek credit from Viterbo University for this Academy.

**Cost:** Fees are dependent upon team size according to the following scale. Fees noted are per member/per year.

| Team size (total participants) | 1     | 2     | 3     | 4     | 5     | 6     | 7     | 8     | 9     | 10    |
|--------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Cost per participant           | \$648 | \$637 | \$628 | \$619 | \$608 | \$599 | \$589 | \$580 | \$569 | \$560 |
|                                | 11    | 12    | 13    | 14    | 15    | 16    | 17    | 18    | 19    | 20    |
|                                | \$550 | \$541 | \$531 | \$521 | \$512 | \$501 | \$492 | \$483 | \$472 | \$462 |



**Duration/Dates:** Three sessions per year plus monthly / bi-monthly coaching as applicable

June 19-21, 2017 - Kalahari, Wisconsin Dells  
 November 29, 2017 - Wilderness, Wisconsin Dells  
 March 8, 2018 - Wilderness, Wisconsin Dells

**Duration/Dates:** Next open dates:

June 18-20, 2018 - Kalahari, Wisconsin Dells



# Leading for Equity Academy



**Audience:** Principals, Associate Principals, Teacher Leaders, Central Office Leaders

**Outcomes:** In order for Wisconsin's students to be prepared for their futures and Wisconsin's communities to remain strong in a global economy, it is imperative that all students graduate college and career ready. As Wisconsin's student population becomes increasingly diverse, the persistence of disparities in the educational system poses real challenges to opportunity and economic progress.

The Leading for Equity Academy (LEA) will engage you in a deep analysis of your school so that you are equipped to thoughtfully address complex problems of equity and effectively action plan next steps to tackle persistent -- but not insurmountable -- achievement gaps, however they are manifested within your local community. The blended and

distributed learning session design of this academy fosters application of learning and related plans with timely opportunities for reflection and adjustments as participants cultivate sustainable practices and mindsets back home. The overall goal of the LEA is to help leaders across Wisconsin provide schools of equity and excellence for their communities.

**Credit:** Participants may seek credit from Viterbo University for this Academy.

**Facilitator:** Joe Schroeder, Associate Executive Director, AWSA

**Cost:** \$305 for members and \$534 for non-members

**Duration/Dates:** 5 sessions; 3 face-to-face, 2 virtual. Choose among the options shown below:

## REGIONAL WORKSHOP #1 (SELECT ONE)

September 13, 2017 - Holiday Inn-South, Eau Claire  
September 14, 2017 - Holiday Inn @ The American Center, Madison

## REGIONAL WORKSHOP #3 (SELECT ONE)

March 7, 2018 Holiday Inn-South, Eau Claire  
March 15, 2018 - Holiday Inn @ The American Center, Madison

## REGIONAL WORKSHOP #2 (SELECT ONE)

November 2, 2017 - Comfort Inn, DeForest  
November 8, 2017 - Holiday Inn-South, Eau Claire

## 60-90 MINUTE WEBINARS (PARTICIPATE IN ALL)

January 10, 2018 (1 PM)  
May 10, 2018 (1 PM)



# Impactful Coaching Academy

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**Audience:** Principals, Teacher Leaders and Central Office Leaders

**Purpose:** The educator effectiveness model provides growth opportunities for teachers, principals and other valued staff in our school districts today. This model requires principals, supervisors, and coaches to be highly effective at providing feedback. Whether your school has instructional coaches or you're trying to build teacher leadership capacity, all staff desire and deserve coaching and feedback aligned to high expectations, standards, and research-based effective instructional practices. In this professional learning opportunity, participants will further develop the capacity to provide coaching and feedback for reflection.

**Outcomes:** This Academy will provide you with development of coaching competencies and the confidence in coaching for reflection, growth, and improvement.

**Credit:** Participants may seek credit from Viterbo University for this Academy.

**Facilitator:** Tammy Gibbons, Director of Professional Development, AWSA

**Cost:**

\$305 for members - 3 days face-to-face

\$534 for non-members - 3 days face-to-face

**Duration/Dates:** Duration/Dates: This is a three-day Academy which includes two days back-to-back followed by a third day after application of learning.

**Choose one set of dates:**

Monday August 14 & Tuesday August 15, 2017 Paper Valley, Appleton  
Thursday, September 28, 2017 Paper Valley, Appleton

Thursday, January 11 & Friday, January 12, 2018 Country Springs, Waukesha  
Monday, March 5, 2018, Country Springs, Waukesha

Monday, April 23 & Tuesday, April 24, 2018 Holiday Inn @ The American Center, Madison  
Thursday, May 24, 2018 Holiday Inn @ The American Center, Madison



# Data Leadership Academy

**Audience:** Leadership Teams, School Leaders, District Leaders, Teacher Leaders

**Purpose:** The Data Leadership Academy is designed to help leaders and leadership teams develop an inquiry mindset, data use culture, and assessment literacy capacity in order to lead continuous improvement efforts that focus on high quality teaching, learning, and organizational excellence. During each session, team members will learn, reflect, discover, refine, and design strategies to enhance their own leadership systems.

**Outcomes:** Specific outcomes of the Data Leadership Academy include the following:

- Use and develop data systems to identify strengths and gaps between goals and areas for improvement
- Situate sources of information within a cycle of inquiry to identify, facilitate, and monitor a focused improvement agenda, engaging staff and community stakeholders as appropriate into the process
- Create systems for professional support, including growth-oriented observations, analysis, and reflection.

**Credit:** Participants may seek credit from Viterbo University for this Academy.

**Cost:** \$359 for members and \$628 for non-members

**Duration/Dates:** All sessions are full day.



## Cohort 1: Eau Claire

Date and Site TBD

Date and Site TBD

Date and Site TBD

Wednesday, June 20 QE Convention  
Kalahari Resort, Wisconsin Dells

## Cohort 2: Madison Area

Monday, Oct 2 & Tue, Oct 3, 2017 Holiday Inn  
@ The American Center, Madison

Tuesday, November 28, 2017 Holiday Inn @ The  
American Center, Madison

Tuesday, February 20, 2018 Holiday Inn @ The  
American Center, Madison

Wednesday, June 27, QE Convention  
Kalahari Resort, Wisconsin Dells

# Analyzing Teaching For Student Results Academy



**Audience:**  
School Leaders,  
District Leaders,  
Leadership  
Teams, Teacher  
Leaders - those  
who provide  
feedback to  
educators in any  
capacity.

**Purpose/Outcomes:** Do you believe that a key factor in school improvement is the quality of the instruction in Wisconsin classrooms? Providing the support and feedback to educators is greatly enhanced when we identify, learn, and practice opportunities for giving feedback on what matters. To this end, the Analyzing Teaching for Students Results course will provide instructional leaders, building leaders, and teacher leaders with a deep dive into one of the world's leading resources for developing skillful, high-impact teaching.

During the 42-hour ATSR Academy, participants examine and use both a common language and concept system about teaching. The 7-day curriculum provides multiple opportunities for participants to develop keen observation and analytical skills that will support teachers in building their own capacity to impact students' learning.

Practice exercises, readings, video clips, case studies, collegial problem-solving, and site visits are used to emphasize the instructional leadership skills to:

- Name, explain, and document what expert instructors know and do in many performance areas from classroom management to planning standards-based lessons and assessments.
- Communicate effectively about practices and decisions that impact student learning.
- Provide standards-based feedback and conduct collegial conferences about teaching practice to stimulate reflection and growth, and thereby support and sustain high-quality teaching.
- Use multiple data sources to assess growth opportunities and help meet new requirements for teacher goal-setting and improvement planning.

**Note:** The ATSR Academy involves significant preparation outside of sessions, and can be taken for credit.

**Cost:** \$1,500 per person.

**Duration/Dates:** 7 days face-to-face plus one site visit/observation feedback session per person.

| Milwaukee Area   | Fox Valley Area   |
|--|---|
| July 31 - Aug 2, 2017 Country Springs, Waukesha<br>September 18, 2017 Country Springs, Waukesha<br>*October 16, 2017 Country Springs, Waukesha<br>*November 14, 2017 Country Springs Waukesha<br>*December 11, 2017 Country Springs Waukesha | January 3 - 5, 2018 Best Western Premier, Oshkosh<br>February 12, 2018 Best Western Premier, Oshkosh<br>*March 12, 2018 Best Western Premier, Oshkosh<br>*April 18, 2018 Best Western Premier, Oshkosh<br>*April 30, 2018 Best Western Premier, Oshkosh |
| January 8, 9, 10 snow make up days (only if needed)  | May 21, 22, 23 snow make up days (only if needed)   |

*\*Site visits will be conducted the two days following each asterisked course date but do not include all participants and may be held at a district other than your own. Each site visit lasts two hours, with only two participants per block with the facilitator.*

# Learning Focus: Six Pillars

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

## Learning Design: Three Tiers of Professional Learning

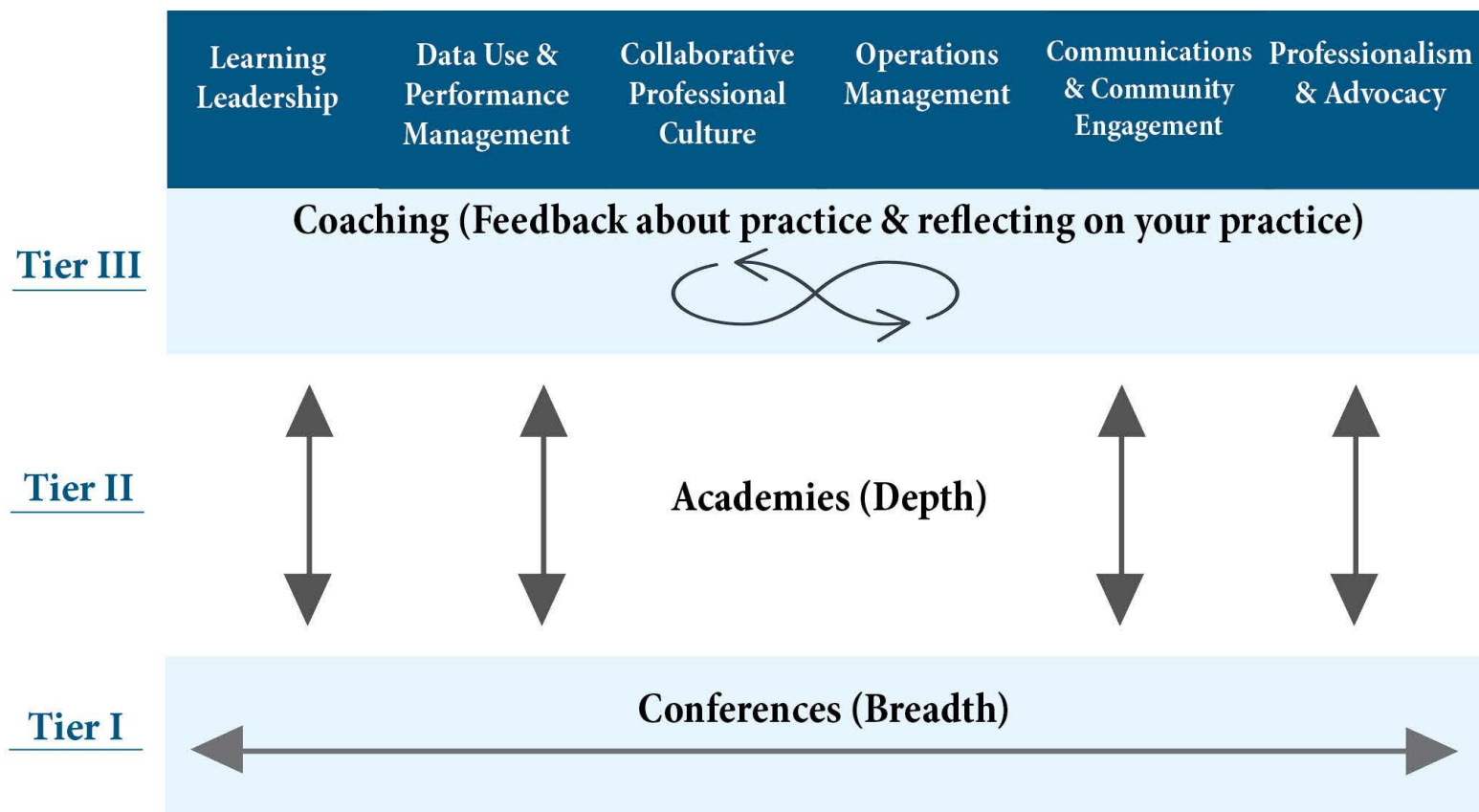
AWSA provides tiered opportunities to meet school leaders’ full range of learning needs:

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.

AWSA is currently building statewide capacity to meet members’ need for coaching. In 2017-18, coaching will be available for teams participating in the SAIL program and individuals enrolled in the New Building Administrator Academy. Additional opportunities for coaching will be made available in 2018-19 and beyond.





# A Commitment to Professional Learning for Equity and Excellence

| Learning Leadership   | Data Use & Performance Management  | Productive School Culture  | Operations Management  | Communications & Community Engagement   | Professionalism & Advocacy  |
|---|--|--|--|---|---|
| <ul style="list-style-type: none"> <li>Model and lead an inclusive school of high expectations for all regardless of race, class, culture, language, gender, orientation and disability.</li> <li>Guide the development of a vision that places students at the center and that builds a shared understanding and commitment to each student's academic success and well-being.</li> <li>Identify and use high-quality research and data-based strategies and practices that inform teaching and increase learning for every student.</li> <li>Model lifelong learning by continually deepening understanding and practice related to content standards, assessment, data, teacher evaluation, and professional learning strategies.</li> <li>Ensure that frequent, ongoing educator development and feedback leads to rigorous, relevant, and engaging education for all students.</li> <li>Develop a repertoire of effective strategies for coaching/teacher development that leads to actionable feedback.</li> <li>Model and encourage risk-taking to promote growth, change, and innovation.</li> <li>Support the development of personalized learning systems that provide opportunities to maximize the potential of all students and instill a love of learning.</li> </ul> | <ul style="list-style-type: none"> <li>Develop assessment literacy and use/develop data systems to identify strengths and gaps between goals and areas for improvement.</li> <li>Situate sources of information and data analysis within a cycle of inquiry to identify, facilitate, and monitor a focused improvement agenda that recognizes phases of implementation, engaging staff and community stakeholders as appropriate into the process.</li> <li>Utilize a systems perspective to promote coherence among improvement efforts and develop the capacity to lead continuous improvement that focuses on high quality teaching, learning, and organizational excellence.</li> <li>Create systems for professional support, including growth-oriented observations, analysis, and reflection.</li> <li>Develop and maintain data and communication systems to deliver actionable information for classroom and school improvement.</li> <li>Consistently use evaluation results and other relevant data to promote individual and school growth and to inform school improvement planning.</li> </ul> | <ul style="list-style-type: none"> <li>Create and sustain a school environment in which each student is known, accepted and valued, trusted and respected, cared for, and encouraged to be an active and responsible member of the school community.</li> <li>Develop shared commitments and collective responsibility for providing an intellectually challenging, culturally responsive school environment that maintains accountability to all students.</li> <li>Utilize shared decision-making and collaboration to build relationships and to enhance positive school/district morale.</li> <li>Advocate for and create collaborative systems and distributed leadership responsibilities that support student and staff learning.</li> <li>Promote a digital-age learning culture in schools and organizations.</li> <li>Provide opportunities for collaborative examination of practice, collegial feedback, and collective learning.</li> </ul> | <ul style="list-style-type: none"> <li>Implement practices to recruit, develop, and retain a student-centered, diverse, high-performing staff.</li> <li>Plan for and manage staff turnover and succession, providing opportunities for effective induction and mentoring of new personnel.</li> <li>Generate, align, and leverage resources for the sound stewardship of the school's resources.</li> <li>Ensure that each student has equitable access to effective teachers, learning opportunities, academic and social support, and other resources necessary for success.</li> <li>Use effective tools, skills, and knowledge of strategic, long-range, and operational planning to continuously improve the operational system.</li> </ul> | <ul style="list-style-type: none"> <li>Communicate school goals, learning expectations, challenges, improvement plans and progress to all stakeholders, and vary communication strategies to be responsive to a variety of audiences with different backgrounds and perspectives.</li> <li>Maintain a presence in the community to understand its strengths and needs, develop productive relationships, and engage its resources for the school.</li> <li>Demonstrate cultural competence to improve teaching and learning and community engagement.</li> <li>Assess effectiveness of different communication strategies and adapt as necessary (e.g., retooling message, expanding scope of communication).</li> <li>Solicit and respond to contact from parents and community members in a timely and meaningful way.</li> <li>Provide timely, professional, and effective crisis and media communication when warranted.</li> <li>Model and promote the frequent and effective use of technology for communication, learning, and results.</li> </ul> | <ul style="list-style-type: none"> <li>Articulate, advocate, and cultivate core values that demonstrate high expectations for equity, inclusiveness, and social justice.</li> <li>Demonstrate and communicate a working knowledge and understanding of state/federal public education regulations and laws, as well as school district policies.</li> <li>Foster the success of all students by demonstrating behavior consistent with legal, ethical, and professional standards, engaging in continuous professional learning.</li> <li>Communicate, collaborate, and connect effectively with the school board, staff, families, policy makers, and the community.</li> <li>Develop relationships with stakeholders and policymakers to identify, respond to, and influence issues, trends, and potential changes that affect education to advocate for student and system needs.</li> <li>Manage uncertainty, risk, competing initiatives, and politics of change with courage and perseverance.</li> <li>Contribute to, enhance, and support the development of the profession maintaining a healthy work-life balance.</li> </ul> |

The six pillars are maintained by AWSA and are based on contemporary standards, research, and member input.

# School and District Workshops:

## Bringing Professional Leadership to Your Door

There may be times when traveling to a workshop or conference doesn't fit your leadership or budget needs.

That's why Joe Schroeder and Tammy Gibbons 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 Joe:

- Managing to Lead
- Teacher / Principal Effectiveness
- Succeeding as a Change Leader in Changing Times
- Growing and Focusing Your Staff
- Motivating and Engaging Every Student: Where Success for All Begins



Available workshops with Tammy:

- Coaching a Growth Mindset
- Growing Teacher Leaders
- Competency Based Grading Strategies
- SLO and PPG Development Strategies

Contact Joe Schroeder  
or Tammy Gibbons  
for additional  
information at  
(608) 241-0300 or  
[joeschroeder@awsa.org](mailto:joeschroeder@awsa.org)  
[tammygibbons@awsa.org](mailto:tammygibbons@awsa.org)



# Website & Digital Information Services: Networking and Information



## 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 suite your needs and interests. The most current Update and archived articles can be found at [www.awsa.org](http://www.awsa.org)



Once a month AWSA brings you the MAIN IDEA 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, 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.

### 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.

## AWSA Google Forums

Providing opportunities for busy leaders to network is important to us at AWSA. Google Communities 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!



AWSA Elementary Principals



AWSA Associate Principals



AWSA District Learning Leaders



AWSA Middle & High School Principals



A Foundation of the Association of Wisconsin School Administrators, Inc.

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