

2021-22 Professional Learning Catalog



**Association of Wisconsin
School Administrators**

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ESSA Opportunity Provides Coherence for and Builds the Capacity of Wisconsin School Leaders

The Every Student Succeeds Act—better known as ESSA—provided new opportunities for states to use Title II, Part A funds to invest in school and district leadership and support. This presents states, like Wisconsin, with the ability to invest a portion of Title II, Part A funds for school leadership activities.

In Wisconsin, the DPI is using this opportunity to build the capacity of school leaders through a collaborative partnership to ensure all students graduate college and career ready.

This effort provides learning opportunities along three tiers of professional learning to systematically enhance the leadership capacity throughout the state:

TIER 1: “CONFERENCES” PROVIDE PROFESSIONAL LEARNING, INFORMATION AND NETWORKING OPPORTUNITIES ACROSS THE ADMINISTRATOR STANDARDS (BREADTH).

TIER 2: “ACADEMIES” PROVIDE FOCUSED TRAINING ON TARGETED PILLARS AND RELATED HIGH-LEVERAGE PRACTICES AND COMPETENCIES FOR LEADERS (DEPTH).

TIER 3: “COACHING” TO FURTHER EQUIP LEADERS WITH TOOLS AND STRATEGIES TO LEAD EFFECTIVELY (REFLECTION).

ESSA Support at Tier 1: Coherence Building

The Wisconsin Department of Public Instruction, CESA Statewide Network, Wisconsin Association of School District Administrators, and the Association of Wisconsin School Administrators are working collaboratively to provide coherent professional learning for Wisconsin’s educators.

These partners transitioned three stand-alone professional learning activities into a coherent, jointly-planned conference series called The Wisconsin Leading for Learning Summit. This approach was designed in response to strong input from the field encouraging state and regional organizations to better coordinate events. Professional learning that uses common language, coordinates support, and helps to “connect the dots” on emerging initiatives, research, and practices allows for a better focus on what matters most – the students of Wisconsin.



ESSA Support at Tier 2: Capacity Building

Wisconsin school leaders will be reimbursed up to 75% of the registration fee and will not be less than 50% for completing an Academy. In 2021-22 approved Academies include:

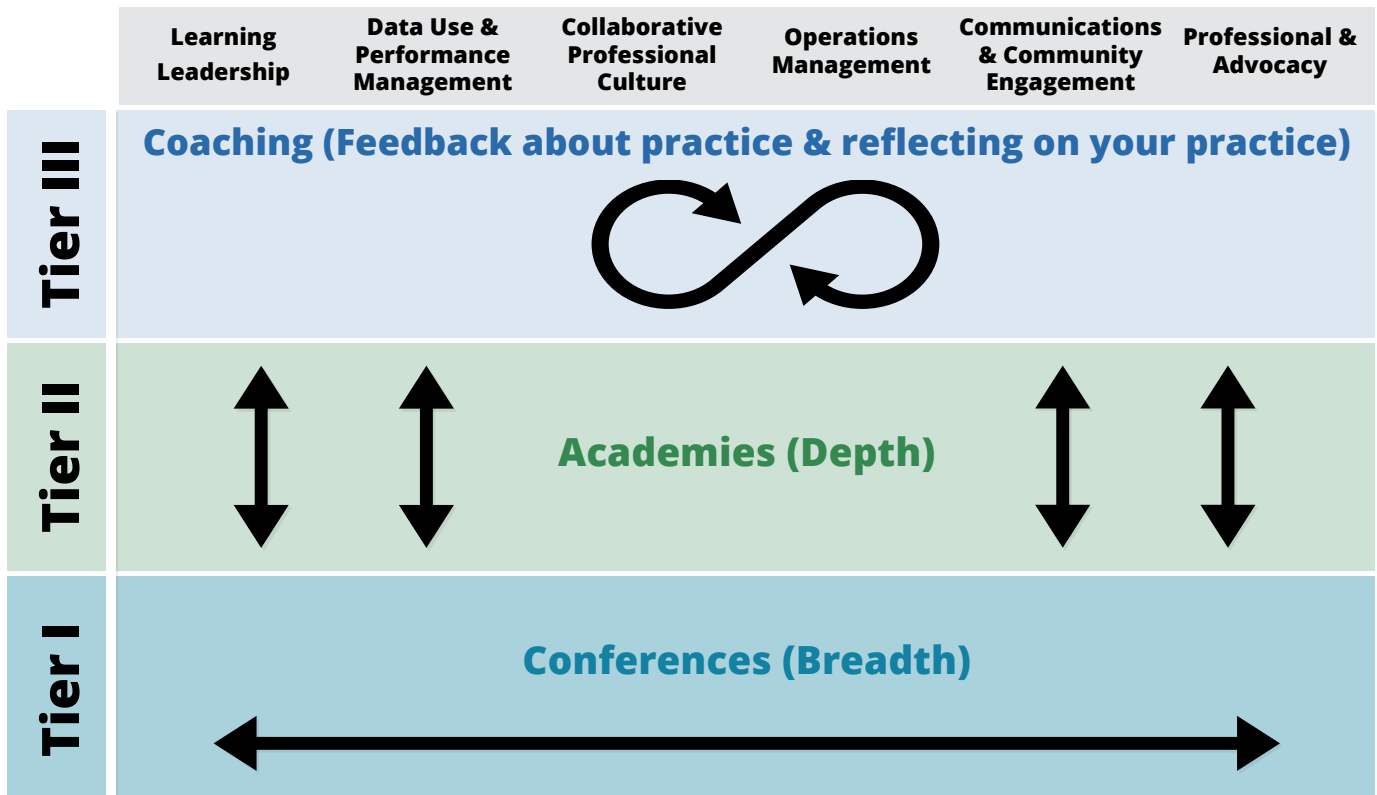
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Reimbursement is limited and will be honored on a first-come, first-served basis and eligibility is limited to licensed and practicing public or private school administrators. Registration must be paid in full by December 4, 2021. Reimbursements will be processed at the completion of the Academy.

ESSA Support at Tier 3: Coaching for School Leaders

Trained coaches are available to support school leaders across the state at no cost (see details on page 19). In addition, school leaders who attend the New Building Administrators, Building Effective Leadership, or SAIL academies will be able to work with a certified coach. The cost of this high-quality coaching is supported through this collaborative partnership.



CONFERENCES AND WORKSHOPS

Grade Level Conventions

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 13-15, 2021 | Hyatt Regency, Green Bay

Associate Principals Conference

January 26-28, 2022 | Hyatt Regency, Green Bay

Middle & High School Principals Convention

February 9-11, 2022 | Hyatt Regency, Green Bay

Aspiring Superintendents Workshop

February 16, 2022 | Hilton Garden Inn, Sun Prairie

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 tips and interview strategies
- The transition to the superintendency
- Finding the district that is the right fit for you



School Leaders Advancing Technology in Education

December 6-8, 2021
Kalahari Resort, Wisconsin Dells

SLATE is a comprehensive educational technology convention created by several leading education associations to meet the needs of all schools and districts.

This convention is designed for a broad spectrum of educators including Teachers, Principals, Associate Principals, District Administrators, Library Media Specialists, IT Coordinators, Directors of Curriculum and Instruction, and other school leaders.



Over the course of three days, educators of all backgrounds and expertise levels gather to learn about the newest in education technology, as well as practical tips and tricks to implement in their schools and districts.

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.

----- www.slateinwi.com -----



Managing to Lead

July 29, 2021 | Holiday Inn, Stevens Point

August 5, 2021 | Ingleside Hotel, Waukesha



DOES THE PACE AND LOAD OF LEADERSHIP HAVE YOU TOO OFTEN...

- Chasing the task rather than living your purpose?
- Feeling more reactive than intentional?
- Stuck in your office rather than leading in the classroom/community?
- Squeezing out those aspects of your personal life that make you whole?

If so, you are not alone. Register for Managing to Lead and find a better way! Managing to Lead is designed for an administrator and his/her administrative assistant to attend TOGETHER in order to improve time management and office procedures. This one-day workshop has helped countless teams and schools take substantial “leaps forward” in both their work and personal lives.

- 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.
- Leave the session armed with ways to obtain a personal and professional “leap forward” during the school year.

THIS WORKSHOP IS ALSO AVAILABLE AS AN ON-SITE SCHOOL OR DISTRICT WORKSHOP.

CONTACT JOE SCHROEDER FOR ADDITIONAL INFORMATION AT (608) 729-6656 OR JOESCHROEDER@AWSA.ORG

Aspiring Administrators Program

Getting Your Toes Wet Before Taking the Plunge

The Aspiring Administrators 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 March) at a reduced registration fee.
- Free admission to grade-level conventions, subject to space limitations.*
- Access to AWSA staff members for information and advice.

March 31, 2022

Holiday Inn, Stevens Point

April 5, 2022

Hilton Garden Inn, Sun Prairie

**AWSA reserves a limited number of seats for Aspiring Administrators at AWSA-only sponsored conferences on a first come/first served basis for each event.*



AWSA ACADEMIES

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 leadership demands, choosing the most appropriate route for deep learning and support can often present considerable 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) Gaining support and coaching as an administrator in your first year of service.	New Building Administrators Academy
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.	School Administrators Institute for Transformational Leadership (SAIL)
C) Analyzing and deeply problem-solving the complex challenges of equity to address persistent achievement gaps, however they are manifested within your local community.	Leading for Equity Academy
D) Implementing or sustaining professional learning communities as a means to ensure high levels of student achievement and engagement.	Leading Professional Learning Communities
E) Developing the capacity to provide coaching and feedback that is aligned to high expectations, standards, and research-based effective instructional practices.	Impactful Coaching Academy Impactful Coaching: Advancing Your Skills
F) Developing assessment literacy capacity in order to lead continuous improvement efforts that focus on high quality teaching, learning, and organizational excellence.	Data Leadership Academy
G) Supporting building leaders to reflect on their impact utilizing a continuous improvement mindset.	Supporting Principal Excellence
H) Shifting from surviving as an administrator to thriving as an effective and balanced learning leader who is developing a learning organization.	Building Effective Leadership Academy
I) Improving school/community mental health through a systems approach.	Comprehensive School Mental Health Academy

AWSA Academies: Dates and Locations

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	2021-22	2022-23
Fox Valley	<ul style="list-style-type: none"> Comprehensive School Mental Health Academy Mastering Leadership Academy Leading Professional Learning Academy 	<ul style="list-style-type: none"> Building Effective Leadership Academy Impactful Coaching Academy Mastering Leadership Academy New Building Administrators Academy Supporting Principals Excellence Academy
Central	<ul style="list-style-type: none"> Building Effective Leadership Academy New Building Administrators Academy Impactful Coaching Academy Impactful Coaching Academy: Advancing Your Skills Mastering Leadership Academy School Administrators for Transformational Leadership Supporting Principals Excellence Academy 	<ul style="list-style-type: none"> Data Leadership Academy Comprehensive School Mental Health Academy Mastering Leadership Academy New Building Administrators Academy School Administrators for Transformational Leadership
Northern Area	<ul style="list-style-type: none"> Data Leadership Academy Impactful Coaching Academy New Building Administrators Academy Supporting Principals Excellence Academy 	<ul style="list-style-type: none"> Mastering Leadership Academy New Building Administrators Academy
Southern Area	<ul style="list-style-type: none"> Mastering Leadership Academy New Building Administrators Academy 	<ul style="list-style-type: none"> Leading Professional Learning Academy Impactful Coaching Academy Impactful Coaching Academy: Advancing Your Skills Supporting Principals Excellence Academy



New Building Administrators Academy

The New Building Administrators Academy provides 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

LEARNING OBJECTIVES:

1. Examine the School Leader Paradigm to understand the personal, social and systems intelligences needed to effectively lead a learning organization.
2. Learn strategies for building relationships with all stakeholders.
3. Understand how to assess local context and culture.
4. Explore personal and organizational management systems.
5. Establish a professional learning network for growth and support.

LEADING OBJECTIVES:

1. Impart your why, both verbally and nonverbally, through multiple communication channels.
2. Apply questioning techniques and coaching strategies that lead to educator reflection on practice and impact.
3. Identify your school's most critical problems of practice within the School Leader Paradigm domains.
4. Develop clear processes for time and task management.
5. Identify and connect with your PLN thought leaders and accountability partners.

DATES AND LOCATIONS:

This academy includes three full-day workshops and two webinars.

Participants in the New Building Administrator Academy also have the opportunity to work with a personal coach on a monthly basis at no additional cost. These coaches are current and former principals who have demonstrated leading schools of equity and excellence.

Dates & Locations

August 12, 2021

Ingleside Hotel, Waukesha

November 3, 2021

Hilton Garden Inn, Wausau

April 26, 2022

Hilton Garden Inn, Sun Prairie

Webinar Dates

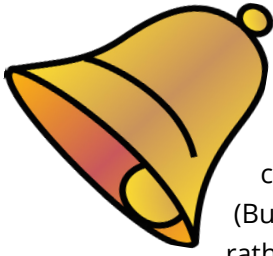
October 5, 2021

1 PM - 2:30 PM

January 11, 2022

1 PM - 2:30 PM

Building Effective Leadership Academy



Due to the incredibly busy nature of the work, it is very easy for an administrator to be a principal who “runs a school” without ever becoming a learning leader who is developing a learning organization.” And that’s concerning because our schools and communities need not just building managers, but learning leaders (those who are able to cultivate the culture and systems of a learning organization over time) if we are to significantly make headway on our commitment to the success and well being of every student under our care. In response, the BEL (Building Effective Leadership) Academy is focused on not just helping a leader survive in the role, but rather thrive as an effective and balanced learning leader who is developing a learning organization.

Essentially, the purpose of BEL is to help educational leaders become better versions of themselves so that schools get the learning leaders they need.

WHAT PAST PARTICIPANTS HAVE SAID ABOUT BEL:

- *Through my participation in the BEL Academy, I feel that I am more energized and purposeful in my role as a building leader. I continue to work on growing and strengthening my skills as a learning leader focused on the impact we are having on student learning and achievement. The BEL Academy has helped me to do that as they provided structures and tools for continuous improvement that are able to be implemented immediately.*
- *Through participation in BEL Academy, I have learned to be much more intentional as a leader with my time, energy, and resources. This experience has moved my school and me forward already in a short time and will have a lasting impact in the years to come. It was absolutely outstanding and I would recommend it to any aged leader.*
- *Through my participation in the BEL Academy, I was able to gain more balance in my life allowing me to improve my ability to serve as a learning leader in my school.*

AMONG THE REASONS FOR JOINING THE BEL ACADEMY:

1. This Academy launches in late July, allowing you the opportunity to ready your plans and thinking from the opening BEL sessions in time for the fall semester.
2. Participants in the BEL Academy have the opportunity to work with a personal coach on a monthly basis at no additional cost.
3. Practicing administrators who successfully complete BEL will be reimbursed up to 75% of the registration fee.
4. 100% of the 2020-21 BEL Academy participants surveyed rated BEL as “excellent” or “above average” in the degree

LEARNING OBJECTIVES:

1. Clarify and integrate who you are and what you do to maximize your purpose as a learning leader.
2. Gain means for effectively addressing complex issues of school culture using the School Leader Paradigm.
3. Identify key school stakeholders to develop shared, distributed leadership.
4. Expand your tool box for leading deep systems change to improve learning through sharing.
5. Leverage your professional network (PLN) to provide inspiration and support ongoing transformation.

LEADING OBJECTIVES:

1. Apply cycles of inquiry to the most critical problems of practice in your school so that you can leverage results and model the life of continuous growth as a learning leader developing a learning organization.
2. Operationalize time and process management techniques into a high-impact weekly calendar that promotes proactive leadership.
3. Refine key shared leadership structures in the school.
4. Deepen your legacy by developing knowledge and skill in growth-focused supervision and critical conversations.
5. Embed habits and disciplines of self-care that help you lead an effective and sustainable career without losing your wholeness as a human being.

Dates and Location

July 27 & 28, 2021 | AWSA Office, Madison

October 25 & 26, 2021 | AWSA Office, Madison

February 21 & 22, 2022 | AWSA Office, Madison

Note: Participants in the BEL Academy also have the opportunity to work with a personal coach on a monthly basis at no additional cost.

Data Leadership Academy

The Data Leadership Academy develops the capacity to lead continuous improvement efforts that focus on high-quality evidence-informed teaching, learning, and systems improvement. The academy is designed for leaders along with their leadership teams, to engage in a process that embraces an inquiry mindset through a collaborative learning culture.

Team members will engage in a hands-on WISExplore data inquiry process that meets their needs for analyzing learning disruption, federal identifications, educator effectiveness, or other school improvement planning needs. Using their own local and state evidence sources, teams will actively engage in the steps of student data inquiry and root cause analysis that inform actions for improvement planning with an equity lens.



LEARNING OBJECTIVES:

1. Understand the process of data inquiry within a collaborative learning culture and inquiry mindset.
2. Understand the technical aspects of data and information use.
3. Understand the indicators of the current status of student achievement, learning engagement and perceptions.
4. Understand the need and processes for developing vision, goals and buy-in for moving from the current status to a future desired vision.

LEADING OBJECTIVES:

1. Investigate local and state indicators/evidence to determine current status of student achievement, learning engagement and perceptions.
2. Conduct a comprehensive needs assessment using an inquiry process where evidence of student performance is analyzed to determine priority concerns and assets for improvement.
3. Engage in a root cause analysis process to identify highest likely root causes in adult practices and systems as contributors to student outcomes.
4. Design a sustainable plan for improvement that embeds rapid cycles of improvement and includes elements of change theory.

DATES AND LOCATIONS:

This Academy which includes both full day in-person workshops and virtual workshops.



Dates & Locations

August 18, 2021 | Virtual | 8:30 - 11:30

October 7, 2021 | Holiday Inn, Stevens Point

December 14, 2021 | Holiday Inn, Stevens Point

February 17, 2022 | Virtual | 8:30 - 11:30

April 28, 2022 | Holiday Inn, Stevens Point

Leading Professional Learning Communities



Leading Professional Learning Communities

This academy will help you build or advance collaborative learning teams in your school or district. Equip yourself, or better yet, a team, to sustain a professional learning community that ensures high levels of student learning and engagement. The academy is designed to help you through unique challenges and will target areas such as leadership, assessment, collaboration and more. Specific areas that will also be addressed in the academy include growing team capacity to have hard conversations, analyzing student work, and protocols for addressing improvement areas identified and informed by data.

Since this academy builds on the Professional Learning Communities at Work Institute, hosted by Solution Tree, it is recommended that at least one member of the registered team should have attended an Institute in the past.

LEARNING OBJECTIVES:

1. Understand the elements of a professional learning community and the collaborative team process.
2. Grasp the structure and benefits of utilizing both a guiding coalition and reciprocal accountability.
3. Examine protocols and structures that guide and support the implementation of professional learning communities.
4. Identify strategies for creating shared knowledge/direction as well as overcoming implementation obstacles.

LEADING OBJECTIVES:

1. Demonstrate the use of effective protocols and structures to guide and support the implementation of professional learning communities.
2. Exhibit evidence of leading a healthy culture built upon a foundation of strong trusting relationships.
3. Act as an agent of change as demonstrated by the utilization of a guiding coalition, decision-making, communication, analysis, and implementation efforts.
4. Demonstrate a continuous improvement mindset through ongoing implementation assessment.

Dates & Location

October 11, 2021
Best Western Premier, Oshkosh

November 17, 2021
Best Western Premier, Oshkosh

January 12, 2022
Best Western Premier, Oshkosh

March 8, 2022
Best Western Premier, Oshkosh



Leading for Equity Academy

Developing Leadership Capacity for Equity Systems Change



Date and Location

August 9-11, 2021

8 AM - 3 PM | Virtual Sessions

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-, career, and life-ready. As Wisconsin's student population becomes increasingly diverse, persistent disparities in the educational system pose real challenges both to individual opportunity and economic progress.

WASDA and AWSA are partnering to provide the 2021 Leading for Equity Academy (LEA). The LEA will engage you in a deep analysis of your district so that you are equipped to thoughtfully address complex problems of equity and effectively action plan next steps to tackle persistent -- but not insurmountable -- opportunity gaps, however they are manifested within your local community. This Academy fosters application of learning and related plans with timely opportunities for reflection and adjustments so that participants can cultivate sustainable practices and mindsets back

home. The overall goal of the LEA is to increase the capacity of district leaders to move beyond well-intentioned, piecemeal equity efforts in order to pursue equity systems change aimed at advancing learning of all students.

WASDA and AWSA are pleased to share that Dr. Colleen Capper (Professor Emerita, UW-Madison) and Dr. Elise Frattura (Professor Emerita, UW-Milwaukee) will once again partner with Dr. Joe Schroeder (AWSA) and Dr. Barb Sramek (WASDA) to facilitate the 2021 Leading for Equity Academy. Drs. Capper and Frattura have dedicated their professional lives to equity work in education; have co-authored three books and over 60 refereed articles on the subject; and have co-created a highly regarded, research-based, and field-tested approach called Integrated Comprehensive Systems for Equity (ICS), which provides a baseline assessment, framework, and process that education leaders can use to thoughtfully address existing inequities in their organizations from a systems approach. Registering for the LEA provides free access to ICSEquity modules (Capper & Frattura) for the 2021-22 school year. Continued module access after this will require purchase of a license, at a discounted rate, directly from ICSEquity.

PRIMARY AUDIENCE: District Leadership Teams, including the Superintendent, Director of Curriculum and Instruction, Director of Special Education/Student Services, Technology Director, Business Manager, HR Director, District Principals, and Associate Principals, and other district-level staff including Learning Coordinators, etc.

LEARNING OBJECTIVES:

1. Learn foundational concepts in the following areas related to leading for equity: the history of marginalization; assets- vs. deficit-based thinking; identity development; and equity research themes.
2. Understand how to construct equity non-negotiables and co-plan to co-serve to co-learn teams and how they both function to disrupt a cycle of marginalization.
3. Demonstrate how to transform adult roles and responsibilities that support identity-relevant teaching and learning for all students.
4. Grasp how to leverage local policy, procedures, and funding to eliminate inequities.

LEADING OBJECTIVES:

1. Conduct a comprehensive school/district equity audit.
2. Create a draft equity non-negotiables document to guide the local school/district's improvement journey.
3. Develop a local school/district equity action plan, indicating which specific equity steps will be addressed each year.

Impactful Coaching Academy

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 are 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.



LEARNING OBJECTIVES:

1. Identify and explicitly address the impact of instructional practice on student engagement and achievement through coaching conversations.
2. Demonstrate knowledge of questioning techniques that generate educator reflection on practice and impact.
3. Examine protocols for coaching conversations and determine how and when to use them effectively.
4. Demonstrate knowledge of the conditions required for successfully engaging in a crucial conversation.

LEADING OBJECTIVES:

Participants, through observation and feedback will meet two or more of the following key practice outcomes:

1. Apply questioning techniques and coaching strategies that lead to educator reflection on practice and impact.
2. Demonstrate effectiveness in delivering observation feedback using a balanced analysis approach (claim, evidence, impact).
3. Provide video evidence of application of coaching skills learned.

DATES AND LOCATIONS:

This is a four-day Academy which includes two days back-to-back followed by a third and fourth day after application of learning.

Cohort One	Cohort Two
September 22-23, 2021 Hilton Garden Inn, Wausau	January 17-18, 2022 Hilton Garden Inn, Sun Prairie
October 19, 2021 Hilton Garden Inn, Wausau	March 1, 2022 Hilton Garden Inn, Sun Prairie
November 30, 2021 Hilton Garden Inn, Wausau	April 7, 2022 Hilton Garden Inn, Sun Prairie

THIS WORKSHOP IS ALSO AVAILABLE AS AN ON-SITE SCHOOL OR DISTRICT WORKSHOP.

CONTACT TAMMY GIBBONS FOR ADDITIONAL INFORMATION AT (608) 729-6662 OR TAMMYGIBBONS@AWSA.ORG

Impactful Coaching Academy: Advancing Your Skills

This offering is for any educator and school or district leader who has already participated in the four-day Impactful Coaching Academy.

Educators and school leaders have many conversations in a day. These conversations, often focused on teaching and learning, can have a significant impact on improvement efforts in a school as it relates to student achievement and engagement. Conversations that foster a positive educational environment and support the diverse cultural and learning needs of students and classroom problems of practice is the focus of this two day offering.

Dates and Location

October 20, 2021 | Hilton Garden Inn, Sun Prairie

February 1, 2022 | Hilton Garden Inn, Sun Prairie

This “refresher” will assist educators and school leaders in increasing already developing skills by engaging in coaching simulations that use targeted questioning and conversation strategies.



Advancing Your Skills Webinar Series: Webinar Wednesdays

Dates and Time

Coaching Collaborative Teams
September 29, 2021 | 1 PM - 3 PM

Coaching Classroom Engagement
October 27, 2021 | 1 PM - 3 PM

Coaching Professionalism
December 1, 2021 | 1 PM - 3 PM

Coaching for Equity
January 19, 2022 | 1 PM - 3 PM

Coaching Instructional Improvement
March 9, 2022 | 1 PM - 3 PM

For the last five years, AWSA has been able to provide opportunities for school and district leaders and classroom coaches of all kinds, to learn and grow their coaching capacity. Our Impactful Coaching Academy has been very popular each year and has served many Wisconsin educators. Also offered is Impactful Coaching: Advancing Your Skills, which is a two-day Academy meant for any educator who has already participated in the four-day Academy but seeking ways to further practice and grow.

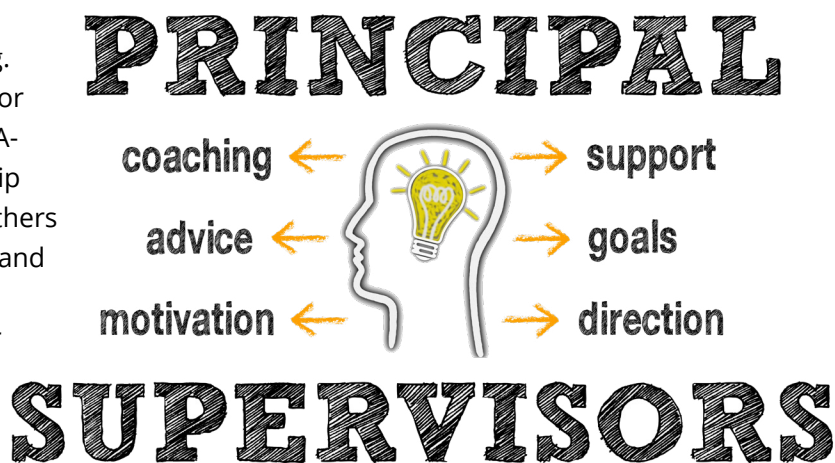
Based on past participant feedback and recent developments in the need for virtual professional development, AWSA will now be providing virtual offerings focused on specific key areas in coaching school improvement. Since these offerings are specific to providing scenarios for practice, it is recommended that participants have already participated in the Impactful

Coaching Academy in order to be familiar with the coaching protocols to be used in the virtual offerings.

Supporting Principal Excellence

Today's school administrators need skillful support from leaders of teaching and learning. Leaders who believe in coaching as a vehicle for developing exemplary leadership. The WASDA-AWSA Coaching for Leaders Academy will equip superintendents, central office leaders, and others who directly support principals with the tools and practices that enhance principal performance in leading schools of equity and excellence for student success.

The Academy's overarching goal is to assist with the development of instructional leadership skills that deliver breakthrough results for all students.



LEARNING OBJECTIVES:

1. Identify strategies to determine best practices in teaching and learning.
2. Understand how to use evidence of principal practice to identify next steps of leader improvement that foster a positive educational environment and support the diverse cultural and learning needs of students.
3. Learn a process for determining local academic priorities and problems of practice.
4. Understand how to identify a shared problem of practice and recognize strategies to impact change.

LEADING OBJECTIVES:

1. Analyze coaching conversations and scenarios for effectiveness and intended impact.
2. Promote reflection on impact by engaging leaders in coaching simulations that use targeted questioning and conversation strategies.
3. Engage in a relationship with a principal for the purpose of practicing and analyzing coaching skill.
4. Facilitate coaching conversations that ensure equity and excellence in schools.

DATES AND LOCATIONS:

Choose from one of two cohorts.

Cohort One	Cohort Two
October 22, 2021 School Leadership Center, Madison	October 29, 2021 Virtual Workshop
December 2, 2021 School Leadership Center, Madison	December 3, 2021 Virtual Workshop
January 6, 2022 School Leadership Center, Madison	January 7, 2022 Virtual Workshop
March 3, 2022 School Leadership Center, Madison	March 4, 2022 Virtual Workshop

SAIL Academy



COVID has placed unprecedented stress and illuminated core challenges in many school districts like never before. So how do you plan to productively and collaboratively lead through this to make things better for all over the long-term? In other words, what supports might be available for schools and districts that want to take a deep dive into a systemic approach for transforming conditions and results for students and adults alike? A strong option to consider is our SAIL Academy, which stands for the School Administrators' Institute for Transformational Leadership.

The major goal of SAIL is to help each team identify improvement foci and approaches tailored to their local setting, from which to build local expertise at a level of depth that will lead to significant student achievement gains. The SAIL Academy leverages the high-impact research base of Michael Fullan and others to provide some of the following features for participating district-based and/or school-based teams:

1. A common problem-solving process leading to a customized local solution that is founded on the biggest root cause issues of the organization.
2. Development of a focused, coherent improvement plan that builds shared understanding and collective commitments through the process.
3. Organization of collaborative effort into 100-day cycles of action that are aimed at cultivating collaborative culture, deepening learning, building organizational capacity, and securing reciprocal accountability throughout the system.
4. Monthly coaching from your own experienced SAIL faculty member to support, guide, and accelerate your team's journey.
5. A two-year process of growing as a team, developing and distributing leadership in broader circles back home, and learning from the great ideas of other SAIL teams across Wisconsin who share in the journey.

LEARNING OBJECTIVES:

1. Demonstrate foundational knowledge of coherence components that build deep organizational impact.
2. Identify and address root cause problems of practice at the instructional, organizational, and leadership levels.
3. Examine how long-term phases of change can inform and guide short-term implementation and inquiry cycles.

LEADING OBJECTIVES:

1. Move organizational practice to the *accelerating* level or beyond in a minimum of six components of the Coherence Progression (Fullan and Quinn, 2016).
2. Develop and advance one or more 100-day implementation and monitoring action plans with milestones meeting 75% or more of the identified quality indicators.
3. Develop one or more adult learning frameworks meeting quality indicators in an area of instructional focus.

DATES AND LOCATIONS:

SAIL is a two-year, cohort program. Those districts/schools/ team members registering are making a commitment to the SAIL program and to other cohort teams for the full two years of the program, starting June 2021.

Dates & Locations

June 21-23, 2021

Kalahari Resort, Wisconsin Dells

November 16, 2021

The Wilderness, Wisconsin Dells

March 10, 2022

The Wilderness, Wisconsin Dells

Comprehensive School Mental Health Academy



Meeting the rising mental health needs of school communities is an increasing challenge for education leaders. The Comprehensive School Mental Health Academy is designed to grow capacity in Wisconsin's School Mental Health Framework and related efforts. The overall goal is to equip leaders with easy-to-access resources, tools, and application examples so that relevant, local action can be thoughtfully implemented and monitored.

If you are interested in improving mental health in your school/community, then consider participating in the Comprehensive School Mental Health Academy.

LEARNING OBJECTIVES:

1. Develop foundational knowledge in the components of Wisconsin's Comprehensive School Mental Health (CSMH) Framework
2. Learn how to apply a theory of action to build and improve your CSMH System, including system planning, building adult capacity, implementing a continuum of student supports, and engaging in continuous improvement
3. Leverage systems work to improve outcomes in Social and Emotional Learning (SEL), Trauma-Sensitive Schools (TSS), Compassion Resilience and Culturally Responsive Wellness Practices

LEADING OBJECTIVES:

1. Develop a shared vision for mental health and communicate this to all stakeholders.
2. Conduct a mental health system needs assessment and identify gaps and entry points for improvement.
3. Develop a shared plan for implementing a comprehensive school mental health system.
4. Align whole-person programs and practices to ensure a coherent plan.
5. Confidently select and implement tools available for systems improvement.

AUDIENCE:

This academy is designed for district-level and school-level teams

- District-level teams (typically 6-10 people) may include district-level and school-level administrators (e.g., director of special education, principal), pupil services staff, teachers, youth/students, families, community mental health providers, county mental health staff, community stakeholders, and out-of-school-time staff.
- School-level teams may draw from similar representation but typically involve 4-6 people.

PRE-WORK:

Prior to attending the academy, teams will complete the first section of the SHAPE assessment, which provides guidance on forming a strong team.

VIRTUAL COACHING SUPPORT:

The first 12 teams to register for the academy will also receive complimentary, monthly coaching to support team progress over the course of the academy.

ACADEMY FACILITATORS:

Members of the DPI School Mental Health Team with coordination support from Gary Myrah (WCASS) and Joe Schroeder (AWSA).

Dates & Location

September 21, 2021

Best Western Premier, Oshkosh

January 13, 2022

Best Western Premier, Oshkosh

May 10, 2022

Best Western Premier, Oshkosh

COACHING FOR SCHOOL LEADERS



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, at no cost, on a first-come-first-served basis.

To register for coaching services visit www.awsa.org/coaching

ACADEMIES THAT INCLUDE COACHING

In addition, school leaders who attend the New Building Administrators Academy ([PAGE 9](#)) or the Building Effective Leadership Academy ([PAGE 10](#)) also have the opportunity to work with a personal coach on a monthly basis at no additional cost. These coaches are current and former principals who have demonstrated leading schools of equity and excellence.



BACKGROUND AND INFORMATION

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 TAMMY:

- Developing a Coaching Mindset
- Teacher Leaders Development
- Implementation Planning
- Assessment and Grading Strategies



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

**TO CONTACT TAMMY GIBBONS OR
JOE SCHROEDER**

FOR ADDITIONAL INFORMATION

CALL (608) 241-0300

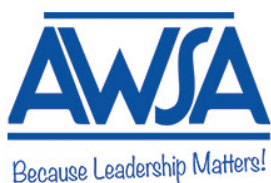
OR EMAIL

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joeschroeder@awsa.org



Information, Networking, & Communication Support



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.



Marshall Memo

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."

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.

Information, Networking, & Communication Support

Networking

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

- **ELEMENTARY LEADERS FORUM**
- **MIDDLE & HIGH SCHOOL LEADERS FORUM**
- **ASSOCIATE PRINCIPALS FORUM**
- **DISTRICT LEARNING LEADER FORUM**



Communication Support

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. The AWSA website includes information related to contacting the Donovan Group and comprehensive resources for communicating in crisis situations.



COMMUNICATION TOOLS

Are you maximizing your website, social media and other communications tools to engage key stakeholders in support of your students? AWSA provides communication tools to help you assess your communication strengths and help identify areas of growth.

We will provide you with information about how to improve your communications efforts, consider current communications practices, and select the tools needed to help make the effort easier.

Why AWSA? Because Leadership Matters!



Because Leadership Matters!

Staff

Jim Lynch.....Executive Director
Joe Schroeder.....Associate Executive Director
Tammy Gibbons.....Director of Professional Development
Yaribel Rodriguez.....Director of Urban Leadership
Kathy Gilbertson.....Coordinator of Professional Development
Steve Schroeder.....Coordinator of Administration & Analysis
Jena Sebald.....Coordinator of Communications & Technology
Robin Herring.....Coordinator of Membership & Operations
Diane Brzezinski.....Coordinator of Association Management
Norene Hooker.....Administrative Assistant
John Forester.....Director of Government Relations
Malina Piontek.....Attorney (retained)
Joe Donovan.....Communications Consultant (retained)

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Coming in 2022: School Administrative Assistants' Conference

Coming in the 2022 school year AWSA will have a new offering called the School Administrative Assistants' Conference. This conference will take place July 27-28, 2022 at the Holiday Inn in Stevens Point and focus on in-depth professional learning opportunities for school administrative assistants.

Contact AWSA

Association of Wisconsin School Administrators
4797 Hayes Road, Suite 103, Madison, WI 53704
www.awsa.org - (608) 241-0300



For questions about accessibility or to request special assistance during any of our events, please contact Kathy Gilbertson at kathy@awsa.org. Three weeks advance notice is required to allow us to provide seamless access. If you need to cancel the special request, this must be done at least 3 working days prior to the start of the event. See registration cancellation policy on the event's web page for how to cancel your conference registration.



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

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