



# 2025-26 Professional Learning Catalog

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# Three Tiers of Professional Learning Support

## Coherence and Capacity Building

AWSA has identified six “core pillars” that are the focus of our professional learning opportunities. AWSA maintains these pillars by regularly 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

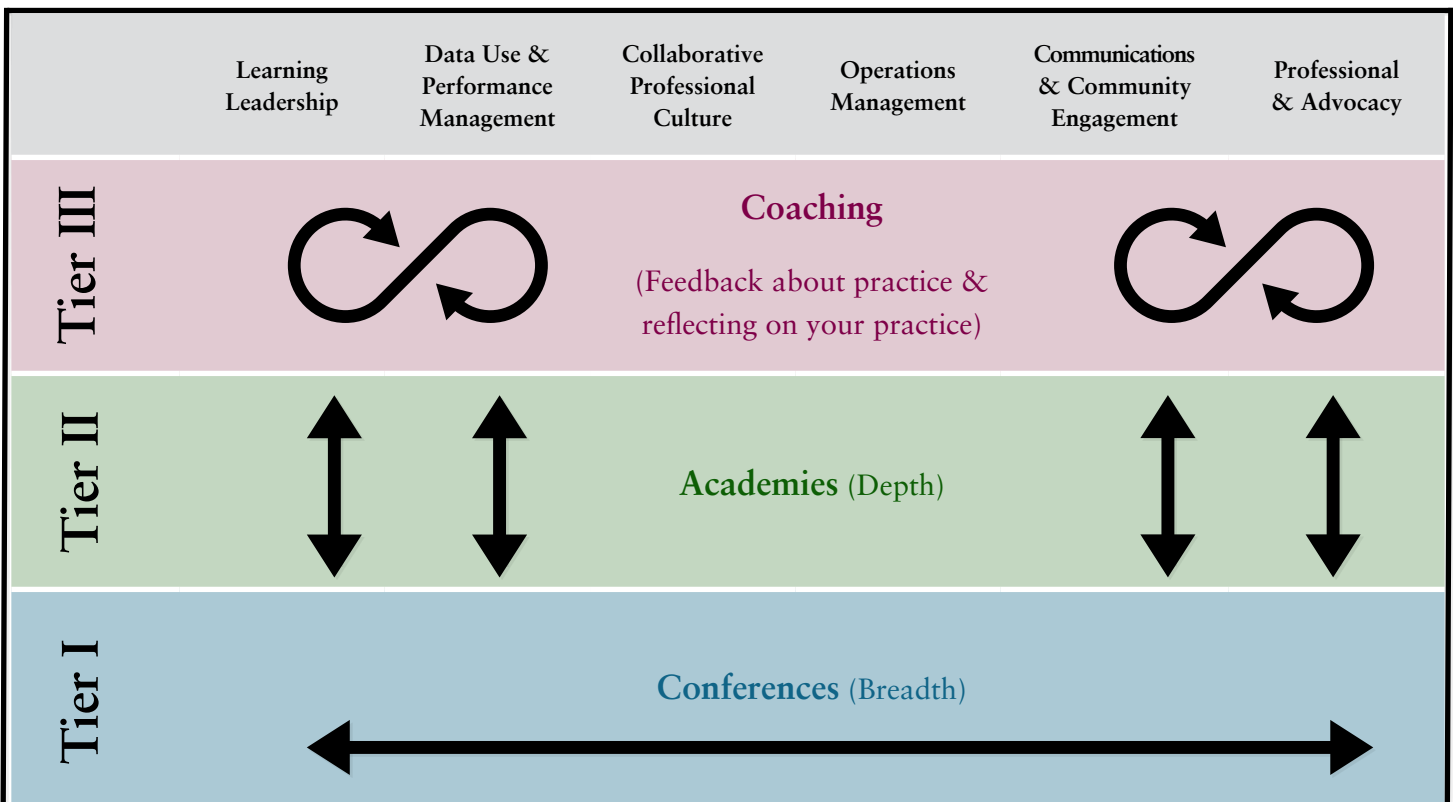
## Capacity Building: Three Tiers of Professional Learning

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.



For questions about accessibility or to request special assistance during any of our events, please contact Kathy Gilbertson at [kathy@awsa.org](mailto: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 registration.

# AWSA Academies (Tier II): 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 <i>(Next offered in 2026-27)</i>
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)

# 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 1-3, 2025 | La Crosse Center, La Crosse

## Associate Principals Conference

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

## Middle & High School Principals Convention

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



# Managing to Lead

August 4, 2025 Ingleside Hotel, Pewaukee

August 11, 2025 Hilton Garden Inn, Wausau

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”.

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](mailto:joeschroeder@awsa.org)

# School Leaders Advancing Technology in Education

December 8-10, 2025

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](http://www.slateinwi.com)

## Creating a Culture of Excellence for All Conference



June 26-27, 2025

Hyatt Regency, Green Bay

AWSA, the CESA Statewide Network, and the Wisconsin Association of School District Administrators (WASDA), in partnership with the Wisconsin Center for Educational Research (WCER), are working collaboratively to provide a conference highlighting the leadership practices essential to building continuous improvement at the school and district levels that will feature sessions by Wisconsin school and district exemplars.

The inaugural Creating a Culture of Excellence for All Conference is designed for leadership teams. Doug Reeves, an authority on high-results cultures, will open the conference, and over sixteen urban, rural, and suburban districts and schools will present on how their continuous improvement efforts are translating into impressive student outcomes.

Registration and more information can be found at <https://sites.google.com/awsa.org/culture-of-excellence/home>

**SAVE THE DATE FOR '26**  
June 24-26, 2026  
Marriott Madison West



# Aspiring Superintendents Workshop

February 17, 2026 | Hilton Garden Inn, Sun Prairie

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

- Attract highly motivated, talented, & 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
- Transitioning to the superintendency/entry plans
- Finding the district that is the right fit for you

## Aspiring Workshop (formerly Aspiring Administrators Workshop)

### Getting Your Toes Wet Before Taking the Plunge

The Aspiring Workshop (formerly Aspiring Administrators Workshop) 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.
- Free admission to grade-level conventions, subject to space limitations.\*
- Attendance at the Aspiring Workshop (held in two locations) at a reduced registration fee.
- Access to AWSA staff members for information and advice.



**ASPIRING**

March 4, 2026  
Hilton Garden Inn  
Sun Prairie

OR

April 15, 2026  
Wilderness Resort  
Wisconsin Dells

\*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.

# Launching Academy (formerly New Building Administrators Academy/NBAA)



## LAUNCHING

The Launching Academy (formerly New Building Administrators Academy) provides the guidance, support, and networking necessary for school-level administrators to succeed in year one and beyond.

The Academy 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.

This academy includes three full-day workshops and four webinars. Participants in the Launching Academy also have the opportunity to work with a personal coach on a monthly basis for an additional fee. These coaches are current and former principals who have demonstrated leading schools of equity and excellence.

	Full-Day Sessions	Webinars 1:00-2:30 PM
DATES and LOCATIONS	August 14, 2025 Ingleside Hotel, Pewaukee	September 16, 2025
	November 13, 2025 Hilton Garden Inn, Sun Prairie	October 16, 2025
	April 30, 2026 Wisconsin Dells High School	January 8, 2026
		February 26, 2026

# Building Academy

(formerly Building Effective Leadership/BEL)

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 don’t just need 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.



## BUILDING

In response, the Building Academy (formerly known as the BEL 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 the Building Academy is to help educational leaders become better versions of themselves so that schools get the learning leaders they need.

### Among the Reasons for Joining the Building Academy:

1. This Academy launches in early August, allowing you the opportunity to ready your plans and thinking from the opening sessions in time for the fall semester.
2. Participants have a minimum of 3 coaching sessions with Academy facilitators to support applications of Academy learning and plans.
3. Typically, 100% of Building Academy participants surveyed rated the Academy as “excellent” or “above average” in:
  - A. the degree to which the academy met their expectations; and,
  - B. the degree to which they would recommend this Academy to an administrator interested in becoming a more impactful learning leader.

### 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 LOCATIONS

August 12-13, 2025 | Ingleside Hotel, Pewaukee  
November 5-6, 2025 | Hilton Garden Inn, Sun Prairie  
February 24-25, 2026 | Wisconsin Dells High School



# Mastering Academy *This academy will be next offered again in 2026-27.*

The overarching goal for the Mastering Academy (formerly Mastering Leadership Academy) is to promote the self-actualization of experienced learning leaders through the continuous growth of themselves and their learning organizations to ensure schools of equity and excellence.

We first launched the Mastering Leadership Academy (MLA) in 2021-22 and received incredibly positive feedback.

100% of participants surveyed replying either “excellent” or “strongly agree” to the following survey topics:

1. The overall quality / helpfulness of MLA resources
2. The overall quality of workshop facilitation
3. The opportunity to network and learn with other colleagues
4. The degree to which participants were able to deepen understanding and means for strategic data gathering in relation to a local equity-based Problem of Practice
5. The overall quality of the Mastering Academy sessions
6. Willingness to recommend the Mastering Academy to other school leaders interested in deepening their impact on all students they serve

In the initial 2021-22 school year, the Mastering Academy was only offered by invitation to Wisconsin leaders identified by the Wisconsin Center for Educational Research (WCER) as among Wisconsin’s most impactful principals due to the exemplary growth, gap closing, and/or achievement they had been able to lead and sustain over several years for students in their schools. Moving forward, input from our AWSA leadership commissions encouraged us to open this opportunity to all principals who possess the foundational skills from which to build.

Therefore, we are once again pleased to now offer the Mastering Academy to those highly dedicated school leaders who either are identified by the WCER through multi-year student results as one of Wisconsin’s most impactful principals or who strive to accomplish such results for all learners through prior participation in either the Building Academy (formerly Building Effective Leadership) or SAIL Academy. The Mastering Academy will build upon the foundation of learning leader knowledge and skills derived from these previous experiences.



## MASTERING

### Learning Objectives:

1. Learn and leverage the wisdom in the group to inform and assist leaders in addressing their biggest equity-based problem(s) of practice.
2. Utilize protocols that address relevant problems of practice and strategies for creating conditions and building capacity among all stakeholders.
3. Explore the systemization of cycles of inquiry around culture, systems, and learning to exhibit self-actualized leadership.
4. Learn how to unpack the School Leader Paradigm at the Dimension and Strategy levels to deepen understanding of masterful leadership and identify next edges of growth.

### Leading Objectives:

1. Network with other learning leaders in a collaborative cycle of inquiry that addresses a deep-seated problem of practice in our field.
2. Advocate effectively, both locally and broadly, to gain support for continuous school improvement efforts that build equitable opportunities for all students.
3. Contribute to one or more PLN (Professional Learning Network) as a thought leader in an area of professional passion/expertise.
4. Deepen leadership legacy by mentoring/ coaching one or more school leaders in their transformation journey.

## Mastering Academy: Deepening Impact



August 15, 2025 | 9-11am Webinar  
December 2, 2025 | Fluno Center, Madison  
March 5, 2026 | Fluno Center, Madison  
May 19, 2026 | 1-3pm Webinar

*This academy began in 2023-24 and is a continuing, professional learning option for Wisconsin administrators who have already successfully engaged in AWSA’s Mastering Academy. For more information about this academy, contact Joe Schroeder at [joeschroeder@awsa.org](mailto:joeschroeder@awsa.org)*



# Leading Professional Learning Communities

## Leading Professional Learning Communities

Working towards a common goal ensures a higher student outcome in engagement and achievement.

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.

### 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 and LOCATIONS

October 28, 2025 | Hilton Garden Inn, Sun Prairie

December 2, 2025 | Hilton Garden Inn, Sun Prairie

January 21, 2026 | Hilton Garden Inn, Sun Prairie

February 26, 2026 | Hilton Garden Inn, Sun Prairie



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.

# Climate Catalyst Academy

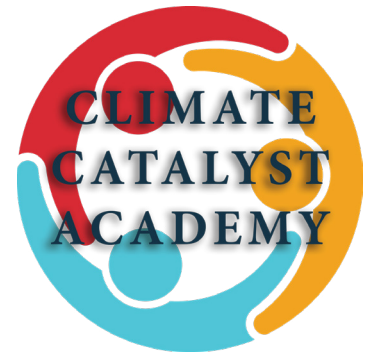
## Stop Chasing the Walkie: Addressing Student Behaviors Through WiMLSS & Increasing Academic Achievement

Does the walkie-talkie take over your day? Does the walkie-talkie prevent you from getting to the important work? Does the walkie-talkie disrupt the work of others? Then this academy is for you.

This academy provides school leaders with the latest research and evidence-based strategies for cultivating a positive school climate and culture. Through interactive workshops, school leaders will learn how to gather and analyze school climate data, identify areas for improvement, and develop targeted action plans to address common behavior disruptions.

Topics covered include establishing consistent rules and norms, improving relationships and communication, implementing restorative practices, and providing tiered supports. Participants will gain hands-on experience conducting needs assessments, setting measurable goals, selecting appropriate interventions, monitoring progress, and adjusting approaches using 100-day rapid improvement cycles.

At the end of the academy, leaders will be equipped with a customized roadmap for making incremental yet impactful changes that can transform their school climate and reduce constant walkie-talkie calls, so that you and your team can focus on what matters most, teaching and learning.



### Learning Objectives:

1. Analyze school climate data to pinpoint strengths and areas for improvement related to safety, relationships, emotional well-being, and the learning environment.
2. Identify research-based strategies to address climate goals and priorities.
3. Identify methods for communicating, monitoring progress and evaluating outcomes of school climate initiatives using both quantitative and qualitative data.
4. Implement a rapid continuous improvement cycle, including data collection, analysis, implementation, and evaluation.

### Leading Objectives:

1. Apply data-based cycles of inquiry using relevant data to make informed decisions and positively impact school climate.
2. Manage the change process using current research, effective communication, and building shared commitment and ownership.
3. Refine key shared leadership structures in your system to initiate improvement strategies and facilitate change management process.



### DATES and LOCATIONS

August 5-6, 2025 | Hilton Garden Inn, Sun Prairie  
November 11-12, 2025 | Hilton Garden Inn, Sun Prairie  
March 10-11, 2026 | Hilton Garden Inn, Sun Prairie

# Impactful Coaching Academy



## Does your school have a culture of feedback?

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 and also gain skills for expecting and supporting equitable mindsets in schools.

### 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.

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
DATES and LOCATIONS	September 23-24, 2025 Hilton Garden Inn, Sun Prairie	January 12-13, 2026 Marriott, Oshkosh
	October 15, 2025 Hilton Garden Inn, Sun Prairie	March 3, 2026 Marriott, Oshkosh
	November 13, 2025 Hilton Garden Inn, Sun Prairie	April 14, 2026 Marriott, Oshkosh

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](mailto: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.

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 specifically focused on healthy conflict and encouraging equitable mindsets to ensure learning for all.



<b>DATES and LOCATIONS</b>	October 23, 2025   Wisconsin School Leadership Center, Madison January 7, 2026   Wisconsin School Leadership Center, Madison
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## Impactful Coaching: Advancing Your Skills Webinar Series



Impactful Coaching Webinar Series

For the last seven 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 is seeking ways to further practice and grow.

Based on past participant feedback and recent developments in the need for virtual professional development, AWSA provides webinars focused on specific key areas in coaching school improvement. Since these webinars 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 protocols to be used in the webinars.

<b>WEBINAR DATES 1:00-3:00PM</b>	September 30, 2025: Coaching Engagement October 29, 2025: Coaching Teams December 4, 2025: Coaching Healthy Conflict January 27, 2026: Coaching Equity February 25, 2026: Coaching Improvement
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# Supporting Principal Excellence

## Supporting Principal Excellence



### Professional Growth and Coaching for Leaders

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 skills.
4. Facilitate coaching conversations that ensure equity and excellence in schools.

#### DATES and LOCATIONS

October 31, 2025 | WI School Leadership Center, Madison

December 3, 2025 | WI School Leadership Center, Madison

January 6, 2026 | WI School Leadership Center, Madison

March 10, 2026 | WI School Leadership Center, Madison



# SAIL Academy

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.

**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 in June 2025.

## DATES and LOCATIONS

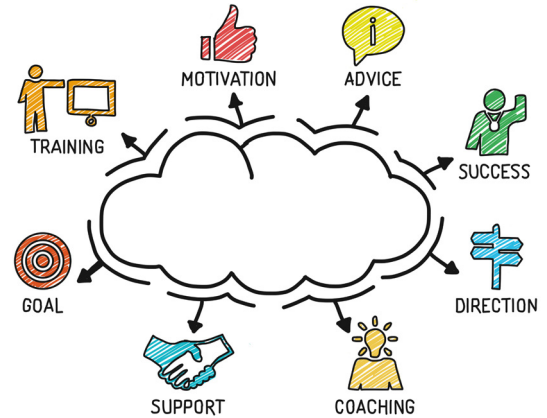
June 16-18, 2025 | Kalahari Resort, Wisconsin Dells  
November 18, 2025 | Wilderness Resort, Wisconsin Dells  
March 12, 2026 | Wilderness Resort, Wisconsin Dells

# 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. Hear what principals that have had AWSA coaches have to say!



*“Having a coach has been a lifesaver! From helping me think through responses to difficult issues, to supporting me with prioritizing self-care, and all of the things we deal with on a daily basis in between, I truly could not do this job without my coach! She has guided me throughout my principal journey, and I am so grateful.”*

*“My coach provides support and encouragement at times when I need it most, helping me stay motivated and resilient, especially when facing setbacks. I attribute my successful transition from an associate principal to a building principal to the guidance, mentorship and unwavering support of my coach. His insights and expertise not only helped me to navigate the challenges inherent in this transition but also empowered me to leverage my strengths and talents effectively in my new role.”*

*“Having an AWSA coach allowed me to gain the affirmation that what I was doing was what is best for students and staff. It was amazing to have another person to review what I was doing and give an impartial opinion on decisions or actions I made as an administrator.” My coach helped me stay focused and give me feedback as the best way to operate a building. Having a person to call when I need feedback outside of our organization was invaluable throughout the past year. So often, administrators feel like they are on an island and it was helpful to have someone to reach out in times of need. I did not realize how much I would like having a coach to help me become a better administrator. Throughout the year, I looked forward to the monthly meetings with my coach and getting impartial feedback on what I was doing as an administrator.”*

*“Having an AWSA coach has been a huge support as a new principal. Having the opportunity to connect regularly with an AWSA coach gives you someone who will listen, will give guidance when appropriate, and will share a perspective of someone who not only has experience of their own, but also is in regular communication with other principals and can share those perspectives too. I would strongly encourage others to pursue the opportunity.”*

**Choose the option that works best for you! Rates listed are on an annual basis.**

IN PERSON COACHING	VIRTUAL COACHING
• Monthly \$1,500	• Monthly \$1,000
• Every other month \$800	• Every other month \$550

To work with a coach please fill out the request form at <https://awsa.memberclicks.net/coaching> or call the AWSA office at (608) 241-0300.

# 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, 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:

- 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:

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



## Available Workshops with Yari:

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

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

[tammygibbons@awsa.org](mailto:tammygibbons@awsa.org) | [joeschroeder@awsa.org](mailto:joeschroeder@awsa.org) | [yaribel@awsa.org](mailto:yaribel@awsa.org)



# Information, Networking & Communication Support

## AWSA's Update Bulletin



**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.

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](http://www.awsa.org/awsa-update-bulletin).

## Wisconsin Education News



**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.

## The Main Idea



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



**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 school leaders to network is important to us at AWSA. Google Spaces 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**  
**Associate Principals Forum**

**Middle and High School Leaders 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.

## AWSA Information

### 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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# 2025-26 Professional Learning Catalog

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