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PFMAM is an independent registered investment advisor with a history of positioning portfolios for success in changing interest-rate environments. To learn more about MOSIP and PFMAM services, please contact Trish Oppeau, Director, at 314-815-5482 or oppeaut@pfm.com, Jason Glidden, Senior Managing Consultant, at 816-642-8552 or gliddenj@pfm.com, or our Customer Service Group (CSG) toll free at 1-877-696-6474 option 3.

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For quick information and important timely updates, MASA members need to download the MASA app. From on-the-fly conference information and updates to professional development opportunities; from MASA contact

information to social media links, it's all at your fingertips on the MASA app.

Find us at the Apple App Store and on Google Play. Search "Missouri Association of School Administrators."

Communication Planning Workshops

School districts of all sizes benefit by having a solid communication plan. MASA will provide your district guidance in developing the framework of a plan that will help you address big and small communication and PR issues.

The workshop includes the following:

- Communication planning overview
- Communication advisory teams
- Determining audiences
- Research
- Determining key messages
- Delivering your messages
- Comprehensive and project plans
- Evaluating effectiveness

The workshop will help you and your district start the process of building a great communication plan, but additional work will need to take place beyond the workshop to finalize a plan.

CURRENT WORKSHOPS ARE SCHEDULED FOR JUNE 7 IN NEW BLOOMFIELD AND JUNE 29 IN SIKESTON

There is no charge for the workshop.

Want to host or be part of a session? Contact David Luther: david.luther@mcsa.org (573) 638-4825

Contact MASA

(573) 638-4825

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MASA's Mental Health Cohort Update

Missouri school districts are facing the difficult challenge of helping students maintain mental wellness. Anecdotal discussions over the past few years, and now quantitative data from the MASA membership survey, makes it clear that strategic work must be done to address this important subject. On November 15, 2016, members of the first MASA Mental Health Cohort (MHC) joined with other educators and mental health advocates at a Leadership Academy meeting in Columbia. This meeting served as a springboard for the work the Cohort is undertaking.

In early March, the MHC came together along with Dr. Melissa Maras, University of Missouri – Hook Center for Educational Renewal, and Rene' Yoesel, Director of School Counseling, Department of Elementary and Secondary Education, to develop goals, objectives and strategies. The Cohort also asked Southern Boone County Superintendent, Chris Felmlée and former superintendent and RPDC representative, Jim Judd, to serve as

co-chairs.

While the work of the MHC is in its earliest stages, members shared common student mental health concerns including drug abuse, suicide, bullying, trauma, anxiety, depression, bipolar disorder, gender issues, physical/mental abuse, non-suicidal self injury and several other related concerns.

The MHC determined two primary goals:

- Promote/advocate for additional financial funding for children's mental health.
- Determine mental health resources that are currently available (and determine how to better use existing resources).

While not necessarily goals, the cohort also wished to investigate the means for district-to-district and community-to-community collaboration and shared resources; and the means where MASA can effectively

“push out” resources for association members.

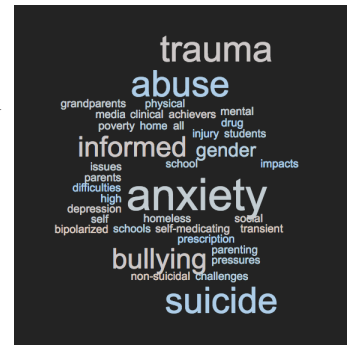
Directly after the March meeting, several members of the MHC stayed for a meeting of the statewide Mental Health Leadership group.

In early May, MHC Co-chairs met with

Dr. Maras and MASA staff liaison, David Luther, to begin developing means to gather data. The MHC will develop a survey to send to MASA members to gain a greater understanding of the challenges districts are facing in this area.

The MHC is aware that much of the work being done by the Hook

Center and the DESE Stakeholder group is directly in line with MASA priorities. Furthermore, the work of the cohort is very much reflected by the work of the greater Mental Health Leadership group. With those things in mind, the Cohort will work closely with those other entities to meet mutual goals.



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S MASA SPOTLIGHT

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June 2017

MASA Recognizes Leaders at Spring Conference

Aaron Zalis Named Pearce Award Recipient



Dr. Aaron Zalis is the recipient of the Robert L. Pearce Award for 2017.

Dr. Zalis began his administrative career as an Assistant Principal at Rolla Middle School. He later served as Rolla's Director of Human Resources, Assistant Superintendent for HR and Support Services, and Deputy Superintendent before taking the role of Superintendent in 2010.

Dr. Zalis' philosophy of education includes, "Having a clear vision, being internally and externally collaborative, and leading with high integrity." Zalis attributes much of his success, and the success of the Rolla Schools, to great administrative and building leaders who put "students first."

Among Dr. Zalis' priorities is early childhood education. Under his leadership, Rolla Schools developed a new strategic plan in 2014. Central to that plan was expanding early childhood education. In 2015 the District passed a bond and levy that will provide much needed resources for early childhood as well to assist in reconfiguring grade-level facilities which will be implemented by 2017.

Dr. Zalis is the current president of the Missouri Association of School Administrators (2016-2017) and has served on the Executive Board since 2013. Dr. Zalis served on MASA's Accreditation and Assessment Task Force, the "Better Schools for Missouri" political action committee, and the MASA Ethics Committee.

Dr. Zalis has served three terms on the Public School Retirement System/ Public Education Employee Retirement

Pearce District Nominees



Top, from right: Chris Gaines, Mehlville (Greater St. Louis); John James, Mid-Buchanan R-V (Northwest); Darryl Pannier, Nell Holcomb (Southeast); Scott Patrick, Warrensburg (West Central).
Bottom, from right: Mark Penny, Lincoln County R-III (Troy) (Northeast); Michael Reik, Platte County R-III (Greater Kansas City); Brian Wilson, Hollister R-V (Southwest)

Board and is currently the President of the PSRS/PEERS Board.

Dr. Zalis is the 31st recipient of the prestigious Robert L. Pearce Award.

2017 MASA Emeritus

Nancy Greeley (Northwest)
Jim Masters (Northeast)
Roy Moss (Greater Kansas City)
Deborah Orr (West Central)
Pam Sloan (Greater St. Louis)
Mike Stevenson (Southeast)
Joy Tucker (South Central)

2017 MASA Friends of Education

Doug Cramer (Southwest)
Anneliese Duncan (Northwest)
Gilbert "Gib" Hoffman (South Central)
Dana Keller (Northeast)
Roger Kurtz (Southeast)
Carol Nelson (Greater St. Louis)
Kim Roam (Greater Kansas City)
Beth Rutt (West Central)

2017 MASA District Outstanding New Superintendents



From left: Aaron Vitt, Paris R-II (Northeast); Jason Snodgrass, Fort Osage R-I (Greater Kansas City); Jeff Mingus, Forsyth R-III (Southwest); Brett Reutzel, Fredericktown R-I (Southeast); Charles Pearson, Normandy Schools Collaborative (Greater St. Louis); Kristee Lorenz, Henry County R-I (West Central); Daniel Wiebers, Trenton R-IX (Northwest); and Brian Henry, Waynesville R-VI (South Central).

And the Survey Says...



By Doug Hayter, MASA Executive Director

MASA/MOSPPRA conference. While we'd like to see these numbers grow, the survey results from those who attend were very high. MASA strives to provide high quality professional development and our conferences are very much focused on helping members develop and improve their professional skills.

What topics are most vital to members?

While most members would agree that legislation is of tremendous importance to public education, when it comes to training sessions, there are three areas that rise to the top: legal assistance, school finance, and strategic planning. MASA places a priority on these matters as is evidenced in conference sessions, Focus On workshops, and school finance workshops offered each year. It's also worth sharing that two other topics continue to be on members' minds: student mental health and school board relations. MASA will continue to address these and other important issues in the future.

Who responded?

About half of those responding worked for districts with an enrollment of 1,000 students or less. Nearly 30% of respondents serve in districts with 1,001 to 3,000 students, and slightly more than 20% serve districts with 3,000 or more students. These demographics certainly reflect the school district enrollments in our state and give us an idea who is providing feedback to us.

What activities did you attend?

Nearly 75% of the survey participants regularly attend district meetings and more than 80% of those rate them as excellent or above average. This is good news. An important component of MASA is making sure members are engaged and developing a network of colleagues – our district meetings are an integral part of accomplishing that goal.

Approximately 40% of survey participants attended the MSBA/MASA Fall Conference and/or the Spring

What are the major obstacles for MASA members?

It is no surprise that MASA members are concerned about state funding and implementation of state and federal requirements. MASA must continually work to assist members in these matters; but it is also noteworthy that members feel a need to prioritize educating under-served students and having more resources for student mental health services.

What grade does MASA receive?

Giving school districts and individual schools a letter grade is something many members struggle with, but when they look at their state association, it appears that MASA is "making the grade." Nearly 82% gave MASA an "A" and another 18% gave MASA a "B." We appreciate your confidence in the organization and we will continue to work hard to maintain your trust.

Continuing to provide quality services to our membership is at the forefront of our strategic plan. We appreciate your feedback on this survey and your participation in MASA. We will share more about planning for 2017-2018 and beyond in upcoming MASA Spotlight issues.

Have a great summer!

MASA Executive Committee

President..... Aaron Zalis
President-ElectAllan Markley
Secretary Ken Eaton
TreasurerMark Penny
Past President John Jungmann

District Representatives

Northwest..... Paul Mensching
Gr. Kansas CityMichael Reik
West CentralAerin O'Dell
Southwest.....Mike Mason
South Central Kyle Kruse
Southeast Jeffrey Lindsey
Gr. St. Louis Mike Fulton
NortheastTracy Bottoms

2017 Legislative Session Comes to a Close



Mike Lodewegen Scott Kimble

As we all processed the election results on the evening of November 8th, it appeared it would be a bleak year for public education when the General Assembly convened in January. After all, Missouri would be looking at consolidated Republican control from the General Assembly to the Governor's office. For the past few years, a number of education related "reform" bills had passed both the House and Senate, but were ultimately vetoed by Governor Nixon and the votes were not there to override the Governor's veto. Regardless of your political leanings, this sort of "check" had resulted in a number of bad pieces of legislation never becoming law. Now only 82 votes would be needed in the House and 18 votes in the Senate for a bill to become law.

The beginning of the Legislative Session didn't do anything to quell our fears. It was clear following the

opening day speech of the Speaker of the House, the Governor's inaugural speech, and the Governor's State of the State address that education was going to be a topic of interest. Charter schools, vouchers, and virtual education were all going to be priorities in 2017.

However, none of those bills made it to the finish line when the final gavel fell on the 2017 Legislative Session. Typically, that outcome in and of itself would be considered a great session, especially considering the political circumstances. However, what set this session apart was that the General Assembly fully funded the formula and kept transportation funding level. This was a consociation choice by the General Assembly. The higher education community took severe cuts to their budgets and, until the last day of session, nursing homes and in-home care providers were looking at significant reductions in their state funding.

What a difference a few months can make!

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...this year's outcome was a result of you, the MASA member, and others supportive of public education. Throughout the session, it was remarkable to see the level of interest and activity at the local level.

What can we learn from this? How can we improve?

First, there are more public education supporters in the General Assembly than you might think. These individuals frequently get overshadowed by their leaders that push an agenda that all too often looks to be intended to destroy public education. However, whether it was to securing funding or stopping charter school expansion and vouchers, there were a number of legislators that worked tirelessly in support of our public schools throughout the session on behalf of public schools. Those legislators are to be commended for their efforts.

More importantly this year's outcome was a result of YOU. Throughout the session, it was remarkable to see the level of interest and activity at the local level. The General Assembly experienced a barrage of

contacts from around the state on a number of issues but particularly on charter schools (HB 634) and vouchers (SB 313). These contacts came from administrators, teachers, board members, and community members that care about the future of public schools.

This year, it has become clear that administrators are becoming more familiar and comfortable with their role as the leading advocate for their communities when it comes to education debates occurring in Jefferson City.

As an association and as administrators, we need to continue to improve on our ability to engage in conversations, both with policymakers and patrons, about the impact that various pieces of well-intentioned, but ill-conceived legislation will have on our students, schools, and communities. Any uneasiness or unwillingness to press forward on outreach efforts will only seal the fate of public education in the state of Missouri.

Mike Lodewegen is the MASA Associate Executive Director for Government Affairs and Scott Kimble is the MCSA Director of Advocacy.

MASA President's Report Living Our Motto: Lead - Develop - Support

Aaron Zalis, Superintendent of the Rolla School District



By the time this issue of the MASA Spotlight reaches members the 2016-2017 school year will be nearly over. This is a good time to reflect

on the accomplishments of our schools and to look with a critical eye at what improvements need to be made. While reflecting on our schools, I recommend doing some personal reflection – where have you done very good work and where can you make improvements in the way you operate.

And what about our association? How is MASA doing? As you read in Doug Hayter's article about the membership survey, our members feel that the association is doing good and important work. I'm glad that so many of you shared your thoughts and we will use the survey results to help guide us as we gear up for the 2017-2018 school year.

Another area that we should assess is how well are we doing in meeting the expectations of the MASA Strategic Plan. I won't go into the specifics of the plan here, but I do want to focus on our Association's motto: **LEAD – DEVELOP - SUPPORT**

LEAD: "Almost everyone wants schools to be better, but almost no one wants them to be different." I love this quote, but I'm not sure that it's entirely true. Yes, I do believe that people want their schools to be better, but I would argue that a lot of us do want to see school transformation. The key to better and different school systems is leadership. MASA exists

in large part to assist members in growing as leaders. Whether it be through the Mentoring Program, the New Superintendent's Academy, or special sessions developed by MASA, our goal is to help school leaders as they investigate and implement changes in their schools that will help students achieve and succeed.

DEVELOP: "The mind is like a parachute... it works best when open." I never thought that I'd have the opportunity to reference Frank Zappa in a MASA publication, but this quote has always struck me. It is so easy to find a method that works for us and stick to it forever, even if another option that might be even better is placed before us. As school leaders, we must be open to new ideas that can help our students as they

... our greatest strength as an association is the network of encouragement and insight our fellow members provide.

seek their personal visions and goals. MASA is at its best when it is providing members with opportunities to share and learn about new and innovative practices. We are surrounded by "experts" in the field of education (AKA, our peers and colleagues). We should tap into those knowledge sources and be open-minded to doing things differently to improve our schools (as well as our own personal practices).

SUPPORT: The designer, Tim Gunn, said, "Life is not a solo act. It's a huge collaboration, and we all need to assemble around us the people who care about us and support us in times of strife." Perhaps our greatest strength as an association is the support we receive from MASA staff and the network of encouragement and insight our fellow members provide. The first two parts of the motto set the table

well for this last facet. MASA exists to help superintendents and other administrators become knowledgeable and capable leaders; furthermore, through MASA we gain multiple opportunities to develop as leaders. With support, we can be confident that we are making deliberate, thoughtful and strategic decisions that will serve our schools and students well. I don't know how many times I have reached out to my association colleagues to get their opinions and sage advice, and I have been rewarded with their trusted counsel.

I have used some quotes to help illustrate the MASA motto, so allow me to end with a fun one: "A school year and life are like a roll of toilet paper, the closer you get to the end the faster it seems to go!" I'm sure that all of us are ready to take a deep breath after another challenging school year – a year that seems to have flown by, but I encourage you to take some time to reflect on the work of your school district, your association and yourself.

It has been my pleasure to serve as the MASA president this year.

You will find the MASA Strategic on the website under "About." www.masaonline.org

Thank You!

MASA extends its sincere thanks to President Aaron Zalis and the 2016 - 2017 MASA Executive Committee for their outstanding leadership!