



Missouri Association of School Administrators

&



Missouri School Public Relations Association

Spring Conference

The Lodge of Four Seasons

March 19, 20 and 21, 2014

Wednesday, Thursday, Friday

Pre-Conference Public Relations Session

Engaging Keynote Speakers

Workshops on a Variety of Topics

Opportunities to Network With Colleagues

Registration and Conference Details Inside

Opportunities For Professional Growth!

Public Relations Pre-Conference Workshop

Public Relations For School Administrators

Presented by **Cindy Gibson, Former Public Relations Director for Ritenour School District**

Wednesday, 10:00 am to 2:00 pm

MASA has been sponsoring a series of Superintendent Success workshops to provide assistance and support primarily for individuals who are new to the superintendency, however, veteran superintendents and administrators may also find the information valuable. This session is the last in the series of these workshops and will focus on school public relations. Cindy Gibson will share strategies and information on how school administrators can more effectively communicate with the various stakeholders in a school district. Her practical ideas will be applicable to small or large districts. She will talk about developing trust, establishing transparency, social media, crisis communication, public engagement and much more. The cost to attend this session is \$85 and includes lunch. This session will conclude prior to the opening session.

Opening General Session - Wednesday - 2:00 pm



Iterating Education

Keynote Speaker: Jaime Casap

Jaime Casap is the Global Education Evangelist at Google, Inc. Jaime evangelizes the power and potential of the web, technology, and Google tools in education. He helps educational organizations across the world find ways to utilize these tools in support of new learning models. His team is responsible for bringing Google tools to millions of administrators, teachers, and students across the globe. Jaime serves on the Science Foundation Arizona Board of Directors, on the Board of Directors for New Global Citizens, is a member of the Digital Learning Council, and a member of the South by Southwest EDU advisory Board. In addition to his role at Google, Jaime is a Faculty Associate at Arizona State University, where he teaches graduate classes in innovation and policy.

Thursday Luncheon Keynote Speaker



The Power of a Teacher

Keynote Speaker: Dr. Adam Sáenz

How did he go from juvenile detention to two doctorates with training at Harvard Medical School and Oxford University? Adam Sáenz will tell you: it was the power of a teacher. Dr. Sáenz' story is one the Huffington Post says "will never fail to inspire," a journey through profound lows and soaring highs. At every important juncture, there have been two common elements—lifesavers that appeared when he most needed it: education and teachers. Whether you're searching for a reason to believe or you just need a hope-filled reminder, the bottom line is that you do have tremendous power to make a difference in students' lives, and Dr. Sáenz' message will compel you to engage your calling with passion, with purpose, with vision, and with faith.

Breakout Sessions On Current Topics!

Improving Administration

Is Your Board Ready for New Superintendent Evaluation Requirements?

Addressing Systems Change in Compliance with MSIP 5 and the New Missouri Learning Standards

DESE Teacher Evaluation Process

Public School Retirement System Issues

Collaboration for Staff Development - Lessons Learned

Strengths, Support, and Expectations - Keys to An Effective Leadership Development Program

Where in the World is West Platte, Missouri? Marketing and Championing your School District as an Economic Driver

Public Relations

Building a Principal Trust

Communications and Legal: Working Together

Twitter for Professional Development

Public Relations Roundtable Session

How to be an Effective Strategic Advisor to your Superintendent

Communications with First Responders

Effective Social Media in Campaigns

Not Your Mother's Communications: Evolving to Reach Digital Omnivores

School Safety/Response to Disasters

School Finance

Everything You Always Wanted to Know About School Finance - But Were Afraid to Ask

Is There Collateral Supporting Your Investments?

DESE School Finance / Transportation Update

Affordable Care Act Issues for School Districts

Enhancing Learning

Planning a One-to-One Learning Program: A Framework for Success

Creating Connections: Decreasing Dropouts

Rock, Paper, Scissors Your Way to Improved Student Achievement

How MIND Research Institute is Changing Math Instruction

The Changing Face of Classroom Instruction

One District's Journey Toward Standards-Based Grading and Standards Referenced Reporting

Dialogue with Keynote Speaker Jaime Casap

The Power of a Teacher- Adam Sáenz

Why iPads in School? Our School District's Journey

Learning with Google

Leading and Learning: Personalizing Learning with iPads

Re-inventing Special Education: Leadership Priorities for the Next 10 Years

Legal Issues

Residency, Guardianship, and Homelessness - Where Does this Student Live and Who Makes the Decisions?

Student Discipline - Searches, Seizures, Drug Testing, and Technology Issues

Top Ten Legal Mistakes Administrators Make

Developing and Implementing a Teacher Evaluation System that Prioritizes Student Learning.

Growing Litigation Over Student Suicides and Bullying – What to Do to Protect Your District from These and Other Bullying Cases

Legal Aspects of "School Choice" Proposals

Over 100 Exhibits!
Prizes
Annual Fun Activity

Conference Schedule

Wednesday, March 19

8:00 - Registration Opens

9:00 - 2:00 - Aspiring Superintendent Pre-Conference Workshop - Sponsored by OPAA! Food Management

10:00 am - 2:00 pm Superintendent Success Program on Public Relations

Wednesday Afternoon Sessions

2:00 - 3:00 - Opening General Session

Keynote Speaker, Jaime Casap, Google Inc.

3:00 - 4:00 - Breakout Sessions

3:00 - 6:30 Exhibits open

Welcome Reception - Exhibit Hall - Sponsored by American Fidelity Assurance Company

5:00 - 6:00 - Dialogue With The Commissioner

Wednesday Evening

6:30 - MASA Awards Banquet- Sponsored by Tueth Keeney Cooper Mohan & Jackstadt, PC

6:30 - MOSPRA Reception & Awards Banquet - Sponsored by SchoolWires, SchoolMessenger, Patron Insight

9:00 - MOSPRA Reception For Honorees - Sponsored by TextCasters

9:00 - MASA Dessert Reception For Honorees - Sponsored by Stifel Nicolaus

Thursday Morning, March 20

8:00 - 11:30 - Registration Opens

7:30 - 11:30 - Exhibits Open

7:30 - Continental Breakfast - Sponsored by ACI/Boland Architects

8:30 - 9:30 - Workshop Sessions

9:30 - 10:30 - Time To Visit Exhibit Hall

10:30 -11:30 - Workshop Sessions

Thursday Luncheon

11:30 - General Session Luncheon - Sponsored by L. J. Hart & Co.

& MIND Research Institute

MOSPRA Administrator of the Year

Keynote Speaker - Dr. Adam Sáenz

Thursday Afternoon

2:00 - 3:00 Workshop Sessions

3:00 - 3:30 Refreshment Break

3:30 - 4:30 Workshop Sessions

Thursday Evening

5:30 - President's Gala Reception - Exhibit Door Prizes Announced

Sponsored by George K. Baum and Co.

Sponsored by Sam Winn and Associates

Sponsored by American Fidelity Assurance Company

7:00 - Fun Activity - Sponsored by American Fidelity Assurance Company,
Guin Mundorf, LLC (Shellie Guin) and Missouri EdCouncil, LLC (Duane Martin)

Friday Morning, March 21

7:30 - MOSPRA Breakfast and Business Meeting

7:30 - MASA Breakfast and Business Meeting - MASA Breakfast Sponsored by Mickes Goldman O'Toole, LLC

8:30 - Legislative Leaders Panel

10:00 - Other Legislative and School Finance Issues

Registration Form

All registrants must be a member of MASA or MOSPRA to attend this conference.

Name _____

Position _____

School District _____

Address _____ City _____ Zip _____

Email _____

MASA Member or MOSPRA member or Member of both

Register Me For Public Relations Pre-Conference Session (\$85)

Regular Conference Registration (\$245)

Includes registration fee, Wednesday Awards Banquet, Thursday Continental Breakfast, Thursday Lunch Banquet, Thursday Evening Reception, Friday Breakfast Buffet.

Emeritus Full Registration (\$145)

For retired members, includes registration fee, Wednesday Awards Banquet, Thursday Continental Breakfast, Thursday Lunch Banquet, Thursday Evening Reception, Friday Breakfast Buffet.

(Emeritus members attending only the awards banquet may purchase tickets below.)

Spouse Registration (\$145)

Includes registration fee, Wednesday Awards Banquet, Thursday Continental Breakfast, Thursday Lunch Banquet, Thursday Evening Reception, Friday Breakfast Buffet.

Spouse's Name _____

Awards Banquet Only (\$40)

This registration is for those individuals who will be attending the Awards Banquet only and not attending the conference. *(The Awards Banquet is included in the regular registration fee above.)*

Name _____

Payment Information

TOTAL DUE _____

Check enclosed made payable to MASA Purchase Order No. _____

I wish to pay with my VISA Card MasterCard

Amount to be charged to credit card: _____

Card No. _____ Exp. Month _____ Year _____ CVV Code _____

Signature _____

Last three digits on back

Mail: MASA, 3550 Amazonas Drive, Jefferson City, MO 65109; Fax: 573-556-6270; Email: ann@mcsa.org



Return Registration Form To:

Mail to: MASA, 3550 Amazonas Drive, Jefferson City, MO 65109

If paying by purchase order or credit card, you may select one of the following options:

Fax to: 573-556-6270

Scan and Email to: ann@mcsa.org

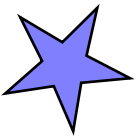


Conference Lodging

Rates are \$98 for single or double occupancy. Rates will be higher after February 16, 2014. Reservations received after February 16 will be accepted on a space-available basis.

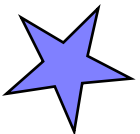
Reservations can be made at The Lodge of Four Seasons by calling: 888-265-5500
or

By clicking on the Spring Conference Button on the left side of the MASA website at
masaonline.org



Alternative Menus

Every effort will be made to meet the dietary needs of attendees. Alternative menus will be available for the Wednesday evening banquets and for the Thursday noon luncheon. Requests for alternative meals can be made at the time of registration.



Cancellation Policy

Cancellations: Written notice of cancellation by fax or mail is required. Registrants whose cancellations are received on or before March 14, 2014, will receive a refund less a \$25 processing fee. After March 14, 2014, no refunds will be given but participant substitutions may be made upon verbal approval from the MASA office. Substitutes must be members of MASA or MOSPRA; and if original registrant issued a school purchase order or school check, the substitute must be employed by the school district upon which the purchase order or check is written. Mail or fax notice of cancellation to: MASA, 3550 Amazonas Dr., Jefferson City, MO 65109. Fax to: 573-556-6270. Allow 6 weeks for processing of refunds.