



Missouri Association of School Administrators

&



Missouri School Public Relations Association

Spring Conference

The Lodge of Four Seasons

March 25, 26 and 27, 2015

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 David Luther, Executive Director of the Missouri School Public Relations Association

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. David Luther will share strategies and information on how school administrators can more effectively communicate with the various stakeholders in a school district. His practical ideas will be applicable to small or large districts. He will talk about developing trust, establishing transparency, social media, crisis communication, public engagement and much more. The cost to attend this session is \$100 and includes lunch. This session will conclude prior to the opening session.

Opening General Session - Wednesday - 2:00 pm

Changing Minds, Changing Practices and Changing Leading

Keynote Speaker: Dr. Doug Christensen



Doug Christensen served as Commissioner of Education in Nebraska for 14 years after serving roles as teacher, principal, superintendent and university instructor. He joined the Department of Education in 1990 serving as Associate Commissioner and Deputy before being appointed Commissioner in 1994. He has been a keynote speaker and presenter at numerous national conferences. Dr. Christensen is currently Emeritus Commissioner of Education a title conferred by the State Board of Education in June, 2008. He was appointed Professor of Leadership in Education for the Graduate Division of Doane College and has designed a leadership program for professionals seeking the endorsement as a superintendent of schools.

Thursday Luncheon Keynote Speaker

Inspiring Action - Transforming Lives

Keynote Speaker: Manny Scott

An original Freedom Writer whose story is told in part in the 2007 hit movie, Freedom Writers, Manny Scott has energized over a million leaders, educators, volunteers, and students worldwide with his authentic, inspiring messages of hope. "I do not speak to impress people," Manny explains, "but to impress upon them some invaluable lessons that could literally change the quality of their lives forever. When I speak, I try to make sure audiences are crystal clear about how to 'turn the page'—to transform their lives. Whether I'm in Houston or Hong Kong, Kansas City or Cairo, Los Angeles or London, I carry a torchlight of inspiration into the recesses of dormant potential, and show the gems that are sparkling there."



Breakout Sessions On Current Topics!

Improving Administration

- What Does Shared Leadership Mean for Me?
- Twelve Critical Choices
- Safety + Security = Success
- School Discipline Hearing Officers
- Teacher Certification Issues

Public Relations

- Public Relations Roundtable Session (Sponsored by Peachjar)
- Media Training 101
- Best Practices: Effective Use of Social Media
- Think You Know the Rules for Running an Election? You Might Be Surprised!
- Learning to Win Again: Shifting Culture to Focus on the Good in Our Schools
- Connecting with Parents in the Digital Age
- Evaluating and Improving Internal Communications with NSPRA's Benchmarking Tool
- Building a Program -- Building Relationships
- Can You Hear Me Now? What Parents Want to Know, and Why It's Important to You

School Finance

- Everything You Always Wanted to Know About School Finance - But Were Afraid to Ask
- DESE School Finance / Transportation Update
- Using Forecast5 Analytics to Make Decisions
- Public School Retirement System

Enhancing Learning

- An EPIC Journey: Re-imagining Education
- Digital Assessment
- Innovating Teaching, Engaging Students: Your Role
- District Wide Implementation of Google and 1:1 Chromebook Rollout
- Instructional Technology Leadership
- Leadership and Professional Development in a 1:1 Learning Environment
- Results of a 1:1 Case Study
- Why One to One Learning: A Superintendent Panel Discussion
- Funding One-to-One Learning: A Superintendent Panel Discussion

Legal Issues

- Ethics and Vendor Relations for Administrators
- Superintendent Responsibilities under Board Policies and the Law
- The Perennially Absent (or Chronically Late) Employee - How to Manage the Interactive Process (and Other Important Concepts)
- How to Avoid Hiring an Ax Murderer: Criminal and Child Abuse Background Checks
- Moms at Work: Providing a Road Map for the Legal Requirements Surrounding Pregnancy, Maternity Leave and Return to Work
- Unemployment Insurance Benefits: A Step-By-Step Guide to Defending Claims by Former Employees
- What's Hot and What's Not! A Legal Update
- Construction and Procurement Tips and Trends

Over 100 Exhibits!
Prizes
Annual Fun Activity

Conference Schedule

Wednesday, March 25

8:00 - Registration Opens

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

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

Wednesday Afternoon Sessions

2:00 - 3:30 - Opening General Session

Keynote Speaker - Dr. Doug Christensen

3:30 - 4:30 - Breakout Sessions

3:30 - 6:30 Exhibits open

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

5:30 - 6:30 - Dialogue With The Commissioner

Wednesday Evening

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

6:30 - MOSPRA Banquet Reception - Sponsored by SchoolMessenger

7:30 - MOSPRA Awards Banquet - Sponsored by Patron Insight, Inc and SchoolWires

9:00 - MOSPRA Award Winners Celebration - Sponsored by Blackboard

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

Thursday Morning, March 26

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. and

Missouri EdCounsel LLC School Attorneys

MOSPRA Administrator of the Year

Keynote Speaker - Manny Scott

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

MOSPRA Special Dinner - Sponsored by TextCaster

7:00 - Fun Activity - Sponsored by American Fidelity Assurance Company and

Guin Mundorf, LLC

Friday Morning, March 27

8:00 - MOSPRA Breakfast and Business Meeting, Sponsored by Unicom/ARC and MySchoolGrid

8:00 - MASA Breakfast and Business Meeting - MASA Breakfast Sponsored by Mickes Goldman O'Toole, LLC

9:00 - 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 (\$100) _____

Regular Conference Registration (\$250)
Includes registration fee, Wednesday Awards Banquet, Thursday Continental Breakfast, Thursday Lunch Banquet, Thursday Evening Reception, Friday Breakfast Buffet. _____

Emeritus Full Registration (\$150)
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 (\$150)
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 \$101 for single or double occupancy. Rates will be higher after February 22, 2015. Reservations received after February 22 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 right 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 20, 2015, will receive a refund less a \$25 processing fee. After March 20, 2015, 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.