



Missouri Association of School Administrators

&



Missouri School Public Relations Association

# 2016 Spring Conference

**The Lodge of Four Seasons**

**March 30, 31 and April 1**

**Wednesday, Thursday, Friday**

**Pre-Conference Sessions:**

**21st Century Classrooms**

**Technology Integration**

**Edcamp for Superintendents/Communications Professionals**

**Workshops on a Variety of Topics**

**Opportunities to Network With Colleagues**

**Registration and Conference Details Inside**

***LEAD - DEVELOP - SUPPORT***

# Opportunities For Professional Growth!

## Pre-Conference Workshops

MASA will offer three pre-conference workshops. All three sessions will be on Wednesday, March 30 from 10:00 a.m. - 1:30 p.m.

- The future is now in the world of technology integration. In this session participants will hear from both their superintendent peers and Apple representatives how to effectively use technology in their districts.
- 21st Century Classrooms -- Ken Kay of EdLeader21 and John Jungmann, Superintendent of the Springfield Public Schools, will share insights into 21st century education as it impacts today's students.
- Edcamp for Superintendents & Communications Pros -- Join your colleagues for this organic, participant-driven professional learning experience created by educators, for educators. (Learn about how Edcamp works at [www.edcamp.org](http://www.edcamp.org).)

## Opening General Session - Wednesday - 2:00 pm



**Keynote Speaker: Ken Kay**

***Leading Transformation: Creating Districts Worthy of our 21st Century Students***

Let's ask ourselves a fundamental question: are we continuing to perfect a 20th century model of education or have we embarked on redefining schools to prepare students for the challenge they will face in the 21st century?

Ken Kay, CEO of EdLeader21, has been the leading voice for over 15 years for a new model of education for the 21st century. Ken will present several key questions administrators will need to address: Does your district have a portrait of a 21st century graduate? What does pedagogy need to look like to support such a vision? What kind of school/district culture is needed? What does leadership need to look like?

Join us for what will be a provocative and energizing session on whether your district is really preparing its students for 21st century life, citizenship and work.

## Thursday Luncheon Keynote Speaker

**Keynote Speaker: Brian Woodland**

***Making Education Leadership Matter in a Kim Kardashian World***

There has probably never been as challenging - nor more exciting time - to be a leader in education. In this provocative keynote, discover how to be a leader who makes a genuine, authentic impact in a world dominated by the false and insincere. From the power of the story, to the art of humility, you will learn how to become the anti-Kardashian. And while you won't garner huge TV ratings, or learn how to take a picture that will "break the internet," you will be assured strategies to rate high as a leader who makes a difference.

Brian Woodland is Director of Communications and Community Relations for the Peel District School Board, one of Canada's largest and most diverse school districts with 246 schools and 153,000 students.



# Breakout Sessions On Current Topics!

## Leadership & Administration

- Strategic Leadership Transition
- Positive Coaching Strategies in the Classroom
- Innovative Ideas for Maximizing Community Engagement in a High Poverty School District
- Growing Your Own Principals & Instructional Coaches
- Federal Advocacy is Your Responsibility Too
- Community Engagement 2.0
- Are We Paying for Teacher Qualities That Improve Student Success?
- 90/90 Attendance: It's Not All on You!
- You Got the Job -- What's Next?

## Communications & Public Relations

- Asking the Right Question: Strategies for Conducting Effective Communication Research
- Driving the Economy: School Districts are the Economic Engine
- Putting Community Into Communications: Putting a face on your schools
- Building Foundation and District Events Brick by Brick
- Analyze your Insights for Data Driven Communications
- Five Changes That Will Impact School PR In The Next Five Years
- #DIY Video: Why Video Content is King and How to Do-It-Yourself
- Media Relations + Media Training for Print and Live Broadcast
- Having an Impact on Learning – The PR Professional and the Principal

## School Finance

- DESE School Finance
- School Finance with Dr. Chris Straub
- Using Forecast5 Analytics to Make Decisions
- Saving Your Budget with Open Education Resources

**Over 100 Exhibits!**  
**Prizes**  
**Annual Fun Activity**

## Enhancing Learning

- Linking Technology to RTI & PBS
- Creating & Monitoring a Shared EdTech Vision
- Using A Plan-Do-Study-Act to Reach Goals, Build Leadership & Increase Student Learning
- Strong Mentoring is a Must
- Proficiency Based Learning: Critical Considerations
- Insuring Equal Access to Advanced Placement and IB Programs
- 3-D Virtual Reality: A New Instructional Tool

## Legal Issues

- Nuts & Bolts Contracts: What Administrators Need to Know to Protect Their Districts
- Freedom of Speech in the Electronic Age
- What You Don't Document Can Hurt You
- Top 10 Things Effective Administrators Do Right
- School District Data Security (Missouri Auditor's Office)
- Transgenderism
- The New FLSA Regulations
- True Crime: Disciplining and Educating Students Who Commit Serious Criminal Infractions
- Avoid the P.L.A.G.U.E. -- Tips for Avoiding Exposure to Personal Liability

# Conference Schedule

## Wednesday, March 30

8:00 - Registration Opens

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

10:00 - 1:30 21st Century Classrooms

10:00 - 1:30 Technology Integration (Apple)

10:00 - 1:30 Edcamp for Superintendents and Communications Professionals

## Wednesday Afternoon Sessions

2:00 - 3:30 - Opening General Session

Keynote Speaker -Mr. Ken Kay

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 and Horace Mann

6:30 - MOSPRA Banquet Reception - Sponsored by SchoolMessenger

7:30 - MOSPRA Business Meeting and Awards Banquet - Sponsored by Blackboard and Patron Insight, Inc

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

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

## Thursday Morning, March 31

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 - Brian Woodland

## 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 Blackboard

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

Guin Mundorf, LLC

## Friday Morning, April 1

8:00 - MOSPRA Breakfast and Special Friday Session, Sponsored by Unicom/ARC

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

**Pre-Conference Sessions (\$25) Please check the session you plan to attend.** \_\_\_\_\_

\_\_\_\_\_ Integrated Tech (Apple) \_\_\_\_\_ 21st Century Education \_\_\_\_\_ Edcamp for Supt/Comm Pros

**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 \_\_\_\_\_

**TOTAL DUE** \_\_\_\_\_

## Payment Information

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

Cut and mail or fax



## 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](mailto:ann@mcsa.org)

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## Conference Lodging

Rates are \$105 for single or double occupancy. Rates will be higher after February 28, 2016. Reservations received after February 28 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](http://masaonline.org)

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## 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.

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## Cancellation Policy

**Cancellations:** Written notice of cancellation by fax or mail is required. Registrants whose cancellations are received on or before March 21, 2016, will receive a refund less a \$25 processing fee. After March 21, 2016, 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.