



**Central Office
Administrators**

Fall Conference

**United for Educational Excellence:
*See What We Mean in 2015-16!***

The Lodge of Four Seasons
Lake Ozark, Missouri
November 1-3, 2015

Conference "At a Glance"

Sunday, November 1

| | |
|------------------------|---|
| 11:00 a.m. - 4:30 p.m. | Registration 5th Floor Atrium |
| 2:00 - 3:30 p.m. | General Opening Session (Granada A & B) |
| 3:30 - 5:00 p.m. | Roundtable Discussions (Granada A & B) |
| 5:00 - 6:30 p.m. | Reception (Granada Foyer) <i>Sponsors - American Fidelity & Guin Mundorf</i> |



Our Family, Dedicated To Yours.®



Monday, November 2

7:00 - 8:30 a.m. Breakfast (Granada A & B)
(Sponsor-Tueth Keeney Cooper Mohan & Jackstadt)

9:00 - 10:00 a.m.

- Communicating from the Inside Out: Central Office Edition (Valencia 1)
- Teacher Leadership: A Step-by-Step Plan to Build Staff Capacity in Teaching and Learning (Valencia 2)
- Leading the Culture of Personalized Learning (Marbella B)
- Long Range Facility Planning and Implementation (Seachase)
- Social Distortion: Balancing the Benefits and Perils (Social Media) (Marbella A)

10:15 - 11:15 a.m.

- So You Think You Want To Be A Superintendent? (Valencia 1)
- Competency Based Education: Accelerating to Certification with Quality Standards (Valencia 2)
- Uniform Grant Guidance (OMNI) Updates & Clarifications (Marbella B)
- How to Conduct Investigation Interviews (Marbella A)
- Show-Me Accreditation & Assessment Task Force (Escollo)



Conference "At a Glance"

Monday, November 2 (Continued)

11:30 a.m. - 1:30 p.m.
**Lunch with Missouri Commissioner of
Education, Dr. Margie Vandeven**

Granada A & B
(Sponsor- Missouri EdCounsel)



1:45 - 2:45 p.m.

- Incorporating Student Growth Data into Educator Evaluation (Valencia 2)
- Uniform Grant Guidance (OMNI) Updates & Clarifications (Marabella B)
- Technology Readiness: Preparing Elementary Students for Online Learning (Seachase)
- Top Tips for a Legally Compliant School Year-What You Really Need to Know (Marbella A)
- Show-Me Accreditation & Assessment Task Force Report (Escollo)

2:45 - 3:30 p.m.

Break (Marbella Hallway)
(Sponsor-MOREnet)

3:30 - 4:30 p.m.

- Strategic Planning in an Uncertain World (Valencia 1)
- Incorporating Student Growth Data into Educator Evaluation (Valencia 2)
- Is It Working? A Meaningful Process for Evaluating the Effectiveness of What You are Doing (Marabella B)
- Legal Hot Topics (Marbella A)



Tuesday, November 3

8:00 - 9:00 a.m. Breakfast
(Sponsor- Mickes Goldman O'Toole)

9:00 - 10:30 a.m.

General Session



**MICKES GOLDMAN
O'TOOLE, LLC**
ATTORNEYS AT LAW

General Sessions, Roundtables & Breakout Sessions

Sunday, November 1

2:00 - 3:30 p.m.
General Opening Session
(Granada A & B)

Keynote Speakers



Missy Jenkins Smith

In December 1997 Missy Jenkins Smith was paralyzed when a fourteen-year-old boy pulled a semi-automatic pistol from his backpack and randomly opened fire at Heath High School in West Paducah, Kentucky. She has an unbreakable spirit and an inspirational story to share.

Darrell Scott

Darrell Scott's life was radically changed on April 20, 1999. His daughter, Rachel, would be the first person shot and killed at Columbine High School in Littleton, Colorado. Darrell has made a commitment to honor Rachel's death by spreading the legacy of her life to all who would hear.



3:30 - 5:00 p.m.
Roundtable Discussions
(Granada A & B)

- Curriculum, Instruction & Assessment: Theresa Christian
- Federal Programs, ELL, Homeless & Migrant: Nancy Scott
- Finance, facilities & Transportation: Jim Rich & Tim Crawley
- Human Resources & Teacher Evaluation: Kelly Hinshaw
- Special Education: John Smith
- Technology: Steve Klotz & Tanya Voss

7:00 - 8:30 a.m. Breakfast (Granada A & B)

9:00 - 10:00 a.m.

● **Communicating from the Inside Out: Central Office Edition (Valencia 1)**

Ever said, “The left hand doesn’t know what the right hand is doing!” Good internal communications is a must for the successful school district. Get tips and strategies for making sure important information and consistent messages make their way to the audiences that most need to hear from you. (David Luther, MASA, Director of Communications)

● **Teacher Leadership: A Step-by-Step Plan to Build Staff Capacity in Teaching and Learning (Valencia 2)**

Teachers in leadership roles will contribute greatly to the overall collaborative culture of your school. This workshop will give you a step-by-step process you can use to create a cohort of teacher leaders in your school and how teachers can help each other to reach their fullest potential. (Janie Pyle, Assoc. Supt., Raytown School District)

● **Leading the Culture of Personalized Learning (Marbella B)**

The Missouri Research and Education Network (MOREnet) will offer tips and resources for the strategic planning and use of digital tools to personalize learning for each student. This session is about leading a culture of maximizing personalized learning through the aid of technology. (Andy King and Dawn Thurnau, MOREnet)

● **Long Range Facility Planning and Implementation (Seachase)**

Long range planning provides valuable structure to decision making, while still providing the flexibility needed to respond to needs, as they arise. We will discuss how your plan can be used to create a climate of success! (Kelly Hinshaw, Asst. Superintendent, HR and Support Services, Rolla School District)

● **Social Distortion: Balancing the Benefits and Perils (Social Media) (Marbella A)**

This presentation will cover the dangers of using social media in employment decisions, including hiring and discipline. You’ll also learn best practices for those who decide to use social media in their employment decisions. (Michael Curry, Tueth Keeney)

10:15 - 11:15 a.m.

● **So You Think You Want To Be A Superintendent? (Valencia 1)**

This session will focus on addressing the realities of the day-to-day work of a school superintendent. Discussion will include the qualities school districts look for in a superintendent, the major concepts that need to be addressed for job success, and basic superintendency leadership & management principles. (Doug Hayter, Superintendent, Branson School District)

● **Competency Based Education: Accelerating to Certification with Quality Standards (Valencia 2)**

As we struggle to find enough quality teachers and fight to match certifications to ever growing regulations, it’s time for solutions. This session will provide an overview of our competency based education model and how it is helping solve these issues. Competency based education is the new buzz word in education. Come learn from the university that morphed it from business practices to an accepted and approved education model. See how the role of the educator changes when individual student competency is the goal. (Angie Besendorfer, Chancellor, Western Governors University, Missouri)

Monday, November 2 (Continued)

10:15 - 11:15 a.m. (Cont.)

- **Uniform Grant Guidance (OMNI) Updates & Clarifications (Marbella B)**
This presentation will include information on the new OMNI Circular requirements, including annual risk assessment process, written policies/procedures, standards for financial management, cash management, equipment/supplies, procurement standards, and other fiscal requirements. (Pat Kaiser, Director, ESEA/NCLB Finance and Jennifer Frank, Assistant Director, ESEA/NCLB Finance, DESE)
- **How to Conduct Investigation Interviews (Marbella A)**
Administrators are often required to conduct interviews of staff members, students and others in the course of an investigation. This presentation will discuss strategies and techniques for effective investigation interviews in the school setting. (Duane Martin, Missouri EdCounsel School Attorneys)
- **Show-Me Accreditation & Assessment Task Force Report (Escollo)**
In March the MASA Executive Board called for the creation of a task force to research assessment and accreditation practices. The Show-Me Task Force formed and has been working on recommendations for the Commissioner of Education. Come learn about the work that is being done and be prepared to share your thoughts and ideas. (Mike Fulton, Pattonville School District and Task Force Co-Chair)

1:45 - 2:45 p.m.

- **Uniform Grant Guidance (OMNI) Updates & Clarifications (Marbella B)**
See 10:15 a.m. session description. (Pat Kaiser, Director, ESEA/NCLB Finance and Jennifer Frank, Assistant Director, ESEA/NCLB Finance, DESE)

1:45 - 2:45 p.m. (Cont.)

- **Technology Readiness: Preparing Elementary Students for Online Learning (Seachase)**
Discover one district's journey to help prepare their students for online learning. Learn how the development of technology proficiency standards led to the creation of online modules used to teach students necessary technology skills, allowing them to be technologically competent in our ever-changing learning environments. (Tyler Britt and Kelly Anderson, Raytown School District)
- **Top Tips for a Legally Compliant School Year (Marbella A)**
As a Central Office Administrator, there are many laws and requirements that you need to be aware of to keep district operations running smoothly. In this fast-paced presentation, we will examine topics from FERPA, the Sunshine Law and Contract Renewals to Teacher Trainings while highlighting best practices and tips to help make your district legally compliant and efficient. (Natalie Hoernschemeyer and Betsey Helfrich, Mickes Goldman O'Toole, LLC)
- **Show-Me Accreditation & Assessment Task Force Report (Escollo)**
See 10:15 a.m. session description. (Mike Fulton, Pattonville School District and Task Force Co-Chair)
- **Incorporating Student Growth Data into Educator Evaluation (Valencia 2)**
Beginning in the 2015-2016 school year, student growth data must be collected on teachers in all content areas and at all grade levels as a part of the evaluation process. This session will offer lessons learned, as well as clarify the timelines and details for exactly what is required. (Paul Katnik, Assistant Commissioner, Office of Educator Quality, Department of Elementary and Secondary Education)

Monday, November 2 (Continued)

3:30 - 4:30 p.m.

- **Legal Hot Topics (Marbella A)**

In the constantly developing legal landscape of public education, staying current on legal issues can be a challenge. Using recent cases and changes in the law, we will identify hot legal issues and trends and discuss appropriate action in response. (Shellie Guin, Guin Mundorf, LLC)

- **Strategic Planning in an Uncertain World (Valencia 1)**

In this discussion session, learn how to strategically plan and use MSIP data as the State adopts new testing between now and 2018. Issues include: setting goals in uncharted waters, prioritizing the MSIP standards, maximizing APR scores in Strands 3-6. (Theresa Christian, Asst. Superintendent, El Dorado Springs R-2 School District)

- **Is It Working? A Meaningful Process for Evaluating the Effectiveness of What You are Doing (Marbella B)**

Learn how one district's program evaluation process starts with a description of the program itself, identifying connections to the CSIP, stakeholders and customers, and clearly stating planned actions and outcomes including how they will be measured. The result? A clear picture of the program, its strengths and its opportunities for improvement. (Paul Bauer, Special School District of St. Louis)

- **Incorporating Student Growth Data into Educator Evaluation (Valencia 2)**

See 1:45 p.m. session description. (Paul Katnik, Assistant Commissioner, Office of Educator Quality, Dept. of Elementary and Secondary Education)

Tuesday, November 3

8:00 - 9:00 a.m. Breakfast (Granada A & B)

9:00 - 10:30 a.m.

General Session (Granada A & B)

CHARGE...Create Habits Around Real Goals Everyday



Journey through entrepreneurial success as Gary Wilbers shares his High Achievers Mindset™ which is his foundation for success and it will help you discover our true purpose in life. The High Achievers Mindset™ is where positivity, purpose, accountability, and efficiency produce great results on a consistent basis. (Gary Wilbers, Ascend Business Strategies)



Kurtz



Lodewegen

MASA Update

Roger Kurtz, MASA Executive Director; Mike Lodewegen, Associate Executive Director for Government Affairs; Scott Kimble, Director of Advocacy; and David Luther, Director of Communications, will provide an update on important education matters and legislation for the 2015 - 2016 school year. Learn what's happening at the capital and across the state in the field of public education.



Kimble



Luther



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Mark your calendars: the 2016 Central Office Administrators Conference will be November 13-15 at The Lodge of Four Seasons!