



Missouri Association of School Administrators

&



Missouri School Public Relations Association

2017 Spring Conference

The Lodge of Four Seasons

March 29 - March 31

Wednesday, Thursday, Friday

Pre-Conference Sessions:

Strategic Planning

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 two pre-conference workshops as part of your registration fee. Both sessions will be on Wednesday, March 29 from 10:00 a.m. - 1:30 p.m.

- Creating a Great Strategic Plan -- Regardless of the size or demographics of your district, it's important to have the tools to develop and implement a comprehensive strategic plan that will guide your schools. Learn from education leaders their best methods for creating a measurable plan that will drive academic growth in your education community.
- Edcamp for Superintendents & Communications Pros -- Join your colleagues for this organic, participant-driven professional learning experience created by educators, for educators. Discussions will include communications, technology in the classroom, leadership, and other leading edge topics. (Learn about how Edcamp works at www.edcamp.org.)

Opening General Session - Wednesday - 2:00 pm



Keynote Speaker: Fred Bramante ***It's Not About TIME! It's About Learning!***

Are we really transforming the way students learn? Are students provided enough customization for their individual learning styles? Fred Bramante will bring his entertaining and thought-provoking message to you during this presentation. Learn how districts are getting away from traditional classroom "seat time" and effectively harnessing community resources and technology to provide a world class, personalized, student-centered education in a flexible, innovative learning environment.

Mr. Bramante is the President of the National Center for Competency-Based Learning and the co-author of *Off the Clock: Moving Education From Time to Competency*. He is the Past Chairman of the New Hampshire Board of Education.

Thursday Luncheon Keynote Speaker

Keynote Speaker: Scott Friedman ***Celebrate! Lessons Learned from the World's Most Admired Organizations***

"Celebration" is one of the most effective ways to engage staff, improve team performance, and raise productivity. In this entertaining, interactive, content-rich session, you will learn how to create a culture of celebration leading to more engaged, authentic, and responsive educators and staff. Learn what the most admired organizations are doing to honor, celebrate, engage, and retain employees. Your reward will be a happier, healthier, more engaged workplace.

For over 30 years Scott has traveled the globe speaking on employee innovation, workplace experience, and using humor/celebration as a strategic tool. Scott has authored three books on the importance of workplace environment.



Breakout Sessions On Current Topics!

Leadership, Administration & Finance

- Revamping & Rebranding Your HR Process
- DESE School Finance (Multiple sessions)
- Go All I+N: How We Got Over 60% Community Approval on a Tax Levy & Bond Issue... At The Same Time!
- Strategic Planning: Process to Product
- Plan to Succeed: Vision into Action
- NOT Your Average Professional Development (AKA: Not Boring!)
- Leadership Development – You can do that? On purpose? Really?
- Lessons Learned from a Data Security Incident
- Using Forecast5 Analytics to Make Decisions

Communications & Public Relations

- Small Districts Need P.R., Too
- Building Trust Through Employee Communication
- Engaging Stakeholders Through Challenging Times
- Effective Use of Social Media: Superintendent Success
- Twitter and Facebook and Shares...Oh My!
- #The Big Idea Brainstorm
- Breaking Through the Psychologically Defensive Workplace
- Get your Accreditation in Public Relations
- Listening to Every Voice: Engaging with Equity
- A Tale of Two Brands
- Ethics, Leadership & Today's Communications Challenges

Innovations / Enhancing Learning

- The Goo in Google
- Coding: The New Literacy
- Enhancing Learning and Teaching Across the Curriculum
- Get Out of Your House & GoOpen
- Registered Apprenticeships for Youth
- The NMSI College Readiness Program: Boosting Your Students' Potential for College Success

Legal Issues

- Social Mayhem: Addressing Employee (Mis)use of Social Media
- Special Education for the Building Administrator-What Do You Really Need to Know
- Staff Members Speaking Out?
- Cyber-Bullying: Bullying Goes High-Tech
- Top 10 Employee Rights Scenarios
- Bearing Down on the Right to Bear Arms: Weapon Restrictions for Missouri's School Districts
- What Should Education Expect from the Trump and the Greitens Administration
- Applicant with a Past: Missouri Background Checks and the Rap Back System

Mental Health & School Climate

- Rural School Mental Health: Implications and Innovations
- Assessing and Addressing School Climate
- School (Mental Health) Improvement: Systemic Change to Address Barriers to Learning
- Coming Together to Prevent Suicide and Address Trauma in Schools: Updates from a DESE Legislative Workgroup

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

Conference Schedule

Wednesday, March 29

8:00 - Registration Opens

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

10:00 - 1:30 - Creating a Comprehensive Strategic Plan

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

Wednesday Afternoon Sessions

2:00 - 3:15 - Opening General Session

Keynote Speaker - Mr. Fred Bramante

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 Blackboard

7:30 - MOSPRA Business Meeting and Awards Banquet - Sponsored by SchoolMessenger 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 30

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 - Breakout Sessions

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

10:30 - 11:30 - Breakout Sessions

Thursday Luncheon

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

EdCounsel LLC School Attorneys

MOSPRA Administrator of the Year

Keynote Speaker - Scott Friedman

Thursday Afternoon

2:00 - 3:00 Breakout Sessions

3:00 - 3:30 Refreshment Break - Think Through Math/Imagine Learning

3:30 - 4:30 Breakout 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 MarketVolt

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

Guin Mundorf, LLC

Friday Morning, March 31

8:00 - MOSPRA Breakfast and Special Friday Session - Sponsored by Unicom•ARC & Gabbart Communications

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

9:00 - Legislative and School Finance Issues