



2018
Administrative Leadership
Summit



November 11-13, 2018
Tan-Tar-A Resort

**2018 Administrative Leadership Summit
November 11-13, 2018
Tan-Tar-A Resort**

Association Leadership



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MoASBO Mission Statement

MoASBO supports, connects, develops and advocates for school business officials in order to help their districts improve student success.



MASA Executive Committee Officers

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MASA Mission Statement

Lead – Develop – Support
Develop and support effective public school leaders who positively impact the lives of Missouri students

2018 Administrative Leadership Summit

Nov. 11-13, 2018

Tan-Tar-A Resort

The Administrative Leadership Summit provides professional development to MASA and MoASBO members who serve in the roles of superintendent, assistant superintendent, director, or coordinator. Session descriptions are included in this brochure. Some sessions offer CPE credit and have been identified as such.

CPE INFORMATION

Earn up to six CPE credits for the entire Administrative Leadership Summit by selecting from fields of study in Behavioral Ethics, Business Law, Finance, Personal Development, and Personnel/Human Resources.

MoASBO is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.nasbaregistry.org.

The instructional delivery method for these workshops and seminars is Group-Live, basic program level. Each session completed earns one credit. No prerequisites or advance preparations are necessary for participation unless otherwise indicated. Visit the MoASBO website at www.moasbo.org for more information.



TO RECEIVE CPE CREDIT FOR DESIGNATED SESSIONS, ATTENDEES MUST:

Verify attendance by signing in and out of the conference session.

See the session moderator for the sign in sheet.

Complete the online session evaluation survey which will be available via email by November 15. This survey must be completed by November 29.

You must sign in and out and complete an evaluation of each session for which you want to obtain CPE credit.

CPE certificates will be emailed to attendees in June.

Conference Policies

Refund policy: Registrants who are unable to attend the conference are entitled to a full refund, less a \$50.00 processing fee, if the MoASBO executive director is notified by October 28, 2018. Notification can be made by phone call or email.

Cancellation Policy: If the event is cancelled, your registration fee will be refunded. Please contact Missouri Association of School Business Officials, 3550 Amazonas Drive, Jefferson City, Missouri 65109. The office phone number is 573-644-7900.

For more information regarding administrative policies such as complaints, refunds and cancellation, please contact our offices at 573-644-7900 or kcranston@moasbo.org.

Daily Schedule

Sunday, November 11

1:00 – 5:00 p.m.
Conference registration open – Level 6

3:00 – 3:30 p.m.
Opening Session - Salon B

3:30 – 5:30 p.m.
Ignite Roundtables - Salon B

Exhibit tables - Salon B

6:00 – 7:30 p.m.
Welcome reception -- Parasol I
Sponsored by American Fidelity

Monday, November 12

7:30 – 9:00 a.m.
Conference registration – Level 6

7:30 – 8:30 a.m.
Breakfast and Welcome - Salon B
Sponsored by Tueth Keeney Cooper Mohan Jackstadt

8:30 – 9:20 a.m.
Session I

9:30 – 10:20 a.m.
Session II

Monday, November 12 (Continued)

10:30 – 11:20 a.m.
Session III

11:30 a.m. – 1:15 p.m.
Lunch
Sponsored by EdCounsel and Ittner Architects

Keynote Speaker, John Draper

1:30 – 2:20 p.m.
Session IV

2:20 – 2:40 p.m.
Refreshment break sponsored by Guin Mundorf
Salon B

2:45 – 4:00 p.m.
Session V

Tuesday, November 13

8:00 – 9:15 a.m.
Breakfast
Sponsored by Mickes O'Toole

Legislative Preview
Conference Thoughts

9:30 – 11:00 a.m.
Final Sessions



Administrative Leadership Summit 2018
Sunday, November 11

Ignite Roundtables

Technology

Deb McMurray, and Rhonda Goedeker
Andy Turgeon, Superintendent (Knox County)

Communication

David Luther, MASA Director of Communications

Curriculum

Michael Evans, Assistant Superintendent (Monett)

School Safety

Steve Klotz, Assistant Superintendent (Maryville)

Facilities

Kurt Kaup, CFO (Orchard Farm)

Finance

Mary Jo Gruber, CFO (Clayton)

Personnel

Kelly Hinshaw, MASA Director of Leader Development
Doug Cuneio, Assistant Superintendent (Sullivan)

Transportation

Pam Frazier, CFO (Wentzville)

Mental Health

Al Voelker, Assistant Superintendent (Raymore-Peculiar)
Amanda Allen, Mental Health Liaison (Jefferson City)

Compliance Section 504/Federal Programs

Ashley Krause, Assistant Superintendent (Farmington)

Administrative Leadership Summit 2018

Monday, November 12

Sessions that qualify for CPE credit are designated with an asterisk ().*

Monday Breakfast

7:30 - 8:30 a.m. Salon B

*** Developing a Multi-Year Financial Plan**

Jason Hoffman

8:30 – 9:20 a.m. Room 62

When completing a budget it is not good enough to just see what the results are at the end of that fiscal year. Almost all of your expenditures are repeating year after year, so you need to be able to prove to yourself and your board that you can afford your spending plan for years to come.

Learning Objectives

After completing this session, you will be able to:

1. Apply assumptions to revenues and expenses to forecast future budgets.
2. Explain the assumptions and impact on future budget years.
3. Create a document to share this information publicly.

CPE credit: 1.0

Field of Study: Finance - Technical

*** Conducting HR Investigations**

Duane Martin and Emily Omohundro (EdCounsel LLC)

8:30 - 9:20 a.m. Room 63

Personnel investigation best practices require planning, documentation, and the weighing of various legal risks and compliance with legal requirements. This presentation will equip participants to manage investigations effectively and efficiently across a variety of scenarios.

Learning Objectives

After completing this session, you will be able to:

1. Explain strategies for outlining an efficient and effective personnel investigation.
2. Identify points of legal risk frequently occurring across investigations.
3. Describe effective methods of documentation for personnel investigations.

CPE credit: 1.0

Field of Study: Personnel/Human Resources - Non-Technical

Missouri Assessment Partnership (MOAP) Update

Matt Goodman

8:30 – 9:20 a.m. Room 64

The Missouri Assessment Partnership was formed in November of 2017 by school districts with an interest in improving assessments, assessment practices, and assessment literacy in a collaborative approach across the state. This session will provide information on why the partnership was formed, why the work is important, how it is organized, as well as where the work of the partnership has been and where it is going.

Learning Objectives

After completing this session, you will be able to:

1. Understand the background and purpose of the partnership.
2. Explain the focus of the partnership in the short, and long-term.
3. Identify connections to assessment issues in your district.

Administrative Leadership Summit 2018

Monday, November 12 (Continued)

Communicating Through Change

Kristi McNerlin

8:30 – 9:20 a.m. Redbud

Navigating through change can be uncomfortable, challenging and yet exciting. During the session, we will discuss how to manage change by authentically telling your story one chapter at a time.

Learning Objectives

After completing this session, you will be able to:

1. Emphasize the power of purpose in change
2. Learn ways to engage stakeholders in the change process
3. How to manage change through story

Dealing with Growing Mental Health Needs: Building a District MTSS (Multi-Tiered System of Support) for Academics and Social/Emotional Needs

Al Voelker, Michelle Hofmann, and Kristel Barr

8:30 – 9:20 a.m. Parasol II

Districts are practiced at ensuring students receive academic supports at all levels and have developed refined MTSS processes as a part of the academic structure. This presentation will detail how the Raymore-Peculiar School District is addressing the social and emotional needs of our students by incorporating a similar approach. The structures, staff, and programs used to address students social and emotional needs will be explored. Opportunities for discussion and brainstorming solutions for your current district will be provided.

Learning Objectives

After completing this session, you will be able to:

1. Identify current social and emotional challenges and supports
2. Review a current MTSS structure for social/emotional learning
3. Brainstorm possible solutions for current district circumstances

* 'The Times They Are A-Changin': School Bond Financing and Recent Changes to Federal Tax Laws, State Laws and Trends in the Market

Erick Creach and Jenni Brooks

9:30 – 10:20 a.m. Room 62

This presentation will provide a broad overview of recent changes to federal tax laws, state laws and trends in the market. We will give concise explanations of the changes and trends and their impact on your school district's ability to finance capital improvements and refinance outstanding debt. This session will provide practical advice on how to respond to and take advantage of these changes for the benefit of your school district.

Learning Objectives

After completing this session, you will be able to:

1. Define changes to the federal tax laws and the effects on school financing.
2. Explain state law updates and the impact for financing capital improvements.
3. Discuss public finance market trends.

CPE credit: 1.0

Field of Study: Finance - Technical

Administrative Leadership Summit 2018

Monday, November 12 (Continued)

Elevating the Essentials of Curriculum to Transform Student Learning

Julie Williams

9:30 – 10:20 a.m. Room 63

Mike Schmoker (2018) notes a reasonably good K-12 education can provide students with the toolbox to become active, informed citizens, effective workers, and—if they choose—successful college students. What holds institutions back are the fundamental elements of a quality curriculum. A credible curriculum provides the link between knowledge and critical thinking which depend enormously on the acquisition of content knowledge. In this session, Dr. Williams will describe the terrible price we pay for current practices and the importance of collective efficacy among administrators and staff to maximize the impact of curriculum and instruction.

Learning Objectives

After completing this session, you will be able to:

1. Recognize the importance of long-range planning and curriculum development.
2. Develop, implement, and evaluate curriculum based upon student, district, and state standards data.
3. Use a variety of instructional strategies and resources to encourage students' critical thinking, problem solving, and performance skills.

OCR Investigations: Legal Guidance

Katie Forster (Mickes O'Toole, LLC)

9:30 – 10:20 a.m. Room 64

You just received notice from OCR about a complaint, a demand for investigation, or a compliance review. Now what? Having successfully navigated a series of OCR interactions over the last several years, we offer a comprehensive primer on all the necessary steps to take in order for your district to respond effectively and efficiently from initial contact to providing documentation and developing a defense to negotiating a resolution.

Learning Objectives

After completing this session, you will be able to:

1. Step by step process for address OCR complaint

Performance Appraisal for School Principals: Sources, Nature, and Limits

Dave Lineberry

9:30 – 10:20 a.m. Redbud

Where did current habits and trends in Principal Evaluation come from? What are the common tools and processes used for Principal Evaluation, statewide and beyond? What are anticipated changes in how Principal performance is measured and what can be done to improve Principal Evaluation tools, processes, and impact? What do we MOST need to measure and improve through Principal evaluation?

Learning Objectives

After completing this session, you will be able to:

1. Recognize and understand the primary providers of Principal Evaluation tools and processes commonly in use.
2. Recognize and understand the primary elements of Principal Evaluation tools and processes that are shared among varied evaluation approaches.
3. Consider and reflect on opportunities for improvement in Principal Evaluation presenting themselves in the next 1-5 years.

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Monday, November 12 (Continued)

Engaging Employees Through Internal Communications

Brad Welle and Andrew Shin

9:30 – 10:20 a.m. Parasol II

Internal communications is more important than ever. Why should you consider placing internal communications first? What items can you add to your school PR toolkit to enhance your staff communication? This session will provide strategies and tactics for you to utilize and become great ambassadors of your school district.

Learning Objectives

After completing this session, you will be able to:

1. Acquire ways to overcome common challenges from some of the efforts at two diverse school districts.
2. Explore ways to increase employee engagement and connection through various communication vehicles.
3. Learn to make the most of every opportunity to connect with employees in a meaningful and compelling way.

*** Becoming an Employer of Choice Not Chance**

John Thomas

10:30 – 11:20 a.m. Room 62

Does your organization hire employees by chance or do candidates seek you out? This session offers practical best practices for creating climates in which people desire to work.

Learning Objectives

After completing this session, you will be able to:

1. Apply research-based practices for motivating employees.
2. Identify characteristics of organizations where people want to work.
3. Describe the secrets of engaging employees.

CPE credit: 1.0

Field of Study: Personnel/Human Resources - Non-Technical

Trends in School Litigation

Jessica Bernard and Ryan Fry (Guin Mundorf LLC)

10:30 – 11:20 a.m. Room 63

The status of Missouri law and the continual development of the body of law interpreting the Missouri Human Rights Act has changed the landscape of school district employment litigation in the past few years. In addition to those changes and the resulting litigation trends, in this session we will discuss other trends in school district litigation, including the never-ending stream of staff-student relationship cases making their way into the court system. Lastly, we will focus on the immunity protections enjoyed by our districts and their employees, and the manner in which those immunities are being attacked in creative ways. The session will include information of SB 1007 'Whistleblower' law.

Learning Objectives

After completing this session, you will be able to:

1. Understand the legal ramifications of staff-student relationships
2. Understand the whistleblower law
3. Understand the Missouri Human Rights Act

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Monday, November 12 (Continued)

Priority Metrics: Data Driven for Student Success

Amy St. John

10:30 – 11:20 a.m. Room 64

Effective leadership includes key priority metrics focused on student success and school improvement. During this session, leaders will learn strategies and ways to monitor these measures.

Learning Objectives

After completing this session, you will be able to:

1. Learn the key performance indicators (KPIs) for school improvement
2. Review a data calendar including guiding questions to support student achievement throughout the school year
3. Develop processes for monitoring these measures through data digs and site accountability

* Leadership and Leading: Strategies and Structures to Move Forward

Sarah Riss

10:30 – 11:20 a.m. Redbud

This session is designed to support leaders in all types of areas. Content will include strategies and structures to make decisions, govern, promote professional learning, and create a culture filled with people who learn and grow together. Clear examples of structures, processes and strategies will be shared that may be used in all types of leadership roles.

Learning Objectives

After completing this session, you will be able to:

1. Identify a model for decision making that may be used in a variety of settings and with a variety of topics.
2. Explain a variety of leadership structures and strategies to promote professional learning and move people forward.
3. Apply a variety of strategies to build consensus when making decisions in a group setting.

CPE credit: 1.0

Field of Study: Personal Development - Non-Technical

* Working Through SEMA/FEMA Situations

Richard Asbill

10:30 – 11:20 a.m. Parasol II

Discussion and information will be presented in working through the disaster events that qualify for Federal (FEMA) or State (SEMA) support. The session will identify key events and efforts that should be taken in responding to a disaster and what to expect from FEMA/SEMA during the process from initial application to possible appeal requests.

Learning Objectives

After completing this session, you will be able to:

1. Provide an overview of the FEMA/SEMA disaster response process.
2. Discuss and apply information in a FEMA/SEMA application.
3. Describe disaster response preparedness and FEMA/SEMA requirements.

CPE credit: 1.0

Field of Study: Behavioral Ethics - Non-Technical

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Monday, November 12 (Continued)

*** Turning Negative Heat into Positive Energy**

John Draper

1:30 – 2:20 p.m. Room 62

Change is hard, but organizations that don't change are doomed to obsolescence. The challenge is for school leaders to design change so that staff members embrace and support it. There are three fundamental change elements to start right or get back on track quickly. Dr. Draper shares a simple but powerful template for leading effective change without losing your job!.

Learning Objectives

After completing this session, you will be able to:

1. Explain two fundamental change styles.
2. Describe the three essential ingredients for designing successful change efforts.
3. Identify some common derailers that thwart successful change endeavors.

CPE credit: 1.0

Field of Study: Personal Development - Non-Technical

Professional Development: What it is, What it isn't and How to Leverage it for Student Learning

Ginny Vandelicht

1:30 – 2:20 p.m. Room 63

This session will provide an overview of what research says about professional learning. It will cover the state requirements and recommendations for supporting teachers and leaders at all points in their careers. It will also provide some resources for finding high quality professional learning for faculty and staff.

Learning Objectives

After completing this session, you will be able to:

1. Describe DESE and MO statute requirements connected to professional development.
2. Provide a research base for the importance of professional development/learning
3. Identify resources for connecting to high quality professional development

*** FMLA, ADA and Workers' Comp Nuts and Bolts Beginning to End**

Margaret Hesse (Tueth Keeney Cooper Mohan Jackstadt PC)

1:30 – 2:20 p.m. Room 64

Bad weather, variations in electromagnetic activity and methane gas bubbles may explain the Bermuda Triangle, but in this session, we'll explain ways that you can successfully deal with 'the other Bermuda Triangle.' Come prepared to talk through several common scenarios and solve the mysteries of how these three statutes work together (most of the time, but not always!).

Learning Objectives

After completing this session, you will be able to:

1. Explain requirements for FMLA
2. Explain requirements for ADA
3. Explain requirements for Workers Compensation

CPE credit: 1.0

Field of Study: Business Law - Technical

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Monday, November 12 (Continued)

K-12 Career Connected Learning System

Blaine Henningsen, Dennis Harden, and Steve Bryant

1:30 – 2:20 p.m. Redbud

This session will provide an update on the state's Best in Midwest and Talent for Tomorrow initiatives which are striving to identify ways in which state and local governments, educational institutions, training providers and the private sector can work together to develop a 21st century workforce for Missouri and improve our state's economy. DESE staff will discuss programming which provides guidance and support for Missouri's schools to enable them to provide K-12 career connected learning opportunities for all students.

Learning Objectives

After completing this session, you will be able to:

1. Attendees will understand the importance of increasing awareness of and support for career and technical education for Missouri's students.
2. Attendees will be able to identify the state's workforce needs.
3. Attendees will be able to identify initiatives that support career connected learning and programming.

Dyslexia Update

Kim Stuckey

1:30 – 2:20 p.m. Parasol II

This session will provide updated information related to legislative mandates for screening, supports, and professional development. DESE guidance, data collection and available resources including regional training opportunities will be reviewed.

Learning Objectives

After completing this session, you will be able to:

1. Define school districts mandated responsibilities
2. Access DESE resources
3. Identify additional training opportunities for staff

*** Leading with Integrity**

Doug Hayter and Kim Cranston

2:45 – 4:00 p.m. Room 62

Integrity is at the core of effective leadership. A good leader has to set the example of "walking the walk" for his or her department or district. In a time when examples abound of leaders who are not committed to doing the right thing for the right reasons, it's important to review and revisit what it means to have integrity; how to stay true to our values; and how to be consistent in our words, actions and deeds. Come to this session for a hard look and deep discussion of these issues.

Learning Objectives

After completing this session, you will be able to:

1. Define integrity.
2. Illustrate how ethics affect decision making.
3. Apply defined values and virtues to specific situations.

CPE credit: 1.0

Field of Study: Behavioral Ethics - Non-Technical

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Monday, November 12 (Continued)

* Tips for Making Tough Personnel Decisions

Amy Joyce

2:45 – 4:00 p.m. Room 63

This session will provide you with the strategies you need as a manager or supervisor to address ongoing issues of employee motivation, performance, empowerment and supervision. Superintendents and anyone who is a supervisor will learn techniques for creating successful plans for long-term success.

Learning Objectives

After completing this session, you will be able to:

1. Identify the key factors for keeping employees motivated and effectively identify performance issues.
2. List common pitfalls to avoid as a supervisor to minimize legal liability.
3. Describe effective techniques for empowering employees.

CPE credit: 1.0

Field of Study: Personnel/HR - Non-Technical

Trauma Informed Transformation - A Humanistic Approach to Student Success

Todd Fraley

2:45 – 4:00 p.m. Room 64

This session will highlight the impact of adverse childhood experiences on the development of the brain, social-emotional learning, and the identification of trauma impacted students. The session will explore the statistical prevalence as well as the physiological impact that trauma has on our young people. Real world examples showcase the need for schools to address these most basic needs of our children.

Learning Objectives

After completing this session, you will be able to:

1. List types of adverse experiences affecting student development.
2. Explain how trauma affects the developing brain.
3. Apply strategies in the school setting to assist students with trauma.

Getting the Best Results From Your School Counseling Program

Sharon Sevier, L. P. C.

2:45 – 4:00 p.m. Redbud

Do you fully understand the Missouri School Counseling Program and its impact on student achievement, behavior, attendance and school safety? This workshop will fully explain the components of the program, why it is a “program” and not a “position” and how the work of the school counselor significantly impacts and addresses school safety. Real examples of results data will be shared, as well as recent research.

Learning Objectives

After completing this session, you will be able to:

1. Describe the components of the Missouri School Counseling Program.
2. Explain the relationship between the school counseling program, school safety, and common CSIP goals.
3. Discuss a results-oriented approach to the program with your school counselor.

Administrative Leadership Summit 2018

Monday, November 12 (Continued)

Customer Service: Give'em the Pickle

Stephanie Smith

2:45 – 4:00 p.m. Parasol II

You all play vital roles for our schools. You are the frontline of communication, the people with whom the public comes into contact first and most often. As a result, public opinion of your school or the district may depend on your competence, courtesy, warmth, and response to a concern. Everything we do or say communicates something about us and the school and district we work for. You help shape your school's image daily. You have the ability to make or break your school's or district's reputation. In today's competitive education environment, customer service is as important in our schools as it is to local businesses.

Learning Objectives

After completing this session, you will be able to:

1. Discuss strategies to deal with difficult people
2. Define what customer service is and why it is important
3. Apply skills needed to improve customer service in your district

Special Discussions

So You Want To Be a Superintendent?

Dr. Doug Hayter (MASA)

4:15 - 5:00 p.m. Room: 62

SFO Certification

Kim Cranston (MoASBO)

4:15 - 5:00 p.m. Room 63

Upcoming MASA and MoASBO Conferences



MASA / MOSPRA SPRING CONFERENCE

MARCH 27 - 29, 2019

LODGE OF FOUR SEASONS

LAKE OZARK, MISSOURI



MoASBO ANNUAL SPRING CONFERENCE

APRIL 28 – MAY 1, 2019

TAN-TAR-A RESORT

LAKE OZARK, MISSOURI

Administrative Leadership Summit 2018

Tuesday, November 13

Tuesday Breakfast

8:00 – 9:15 a.m. Salon B

Conference Thoughts 2019 Legislative Preview

*** What Business Leaders Can Learn From The Military**

Jeff McCausland

9:30 – 11:00 p.m.

Room 62/63/64

There is little doubt that military officers have learned the art of managing high-risk, high-stakes situations in combat. A clear mission is provided from a higher headquarters but mission execution requires rapid adaptability. Furthermore, modern military officers must also manage complex but technically very precise systems. All of this must be done while following an admonition provided by General Colin Powell: "Never let them see you sweat." There can be little doubt that these same skills are required for leaders in today's school business world if they are to be successful in a climate of enormous competition and uncertainty.

Learning Objectives

After completing this session, you will be able to:

1. Examine key leadership principles that are normally associated with sound military leadership.
2. Consider how these key leadership principles can be applied in a corporate environment.
3. Review key leadership concepts such as management vs. leadership, authority vs. responsibility, and leading during a crisis.

CPE credit: 1.0

Field of Study: Personal Development - Non-Technical

What Can We Say? What Should We Say? Balancing Good Communications with Good Legal Advice

Nicole Kirby and Clay Fulghum

9:30 – 11:00 p.m. Redbud

Whether you're communicating with opponents of a big construction project or trying to figure out how to respond to a Sunshine request for financial records, there are plenty of times when your efforts to be open and transparent with your community come into conflict with your efforts to protect your schools legally. The director of communications and the general counsel from the Park Hill School District will share lessons from years of balancing these sometimes competing interests. This special 90-minute session will focus on best practices for communicating a variety of issues to your district's audiences while understanding the laws involved.

Learning Objectives

After completing this session, you will be able to:

1. Balance the tension between transparency and liability
2. Manage a Sunshine Law request
3. Handle a media request when FERPA limits what you can say

Administrative Leadership Summit 2018

Tuesday, November 13 (Continued)

Strategic Planning: How to Finish Something That Never is Complete!

Kelly Hinshaw, Susan Downing, and Sarah Riss

9:30 – 11:00 p.m. Parasol II

This presentation will challenge attendees to reflect on the how, what, when, where and why of strategic planning while providing an opportunity to interact with the presenters and colleagues. We will address six questions that every leader faces as they begin to create and implement a strategic plan.

Learning Objectives

After completing this session, you will be able to:

1. Explain the value of a quality plan, what can be accomplished throughout the process, and how to budget for strategic planning.
2. Identify methods to measure the success of your implementation process and the measurable objectives of the plan.
3. Apply your skills as a facilitator & interviewer while discussing the structure and processes used to develop a strategic plan.

About Our Presenters

Asbill, Dr. Richard is the superintendent of Cassville R-IV School District. He has assisted the district in successful application of two FEMA storm shelters. Dr. Asbill has had to respond to State and Federal disaster declarations where school facilities were damaged. Over the past two years, Dr. Asbill and the District have pursued and won a FEMA appeal for 2.3 million dollars in mitigation funding.

Barr, Dr. Kristel is the director of secondary education for the Raymore-Peculiar School District.

Bernard, Jessica is an attorney with Guin Mundorf, LLC. Jessica's practice focuses exclusively on the representation of educational entities, with an emphasis on employment practices, student civil rights, and litigation. Districts frequently partner with Jessica to tackle high-exposure matters, involving both staff and students, to ensure legal compliance and to best position the District in the event of litigation. Jessica also routinely provides training to boards of education, administrators and others on recommended best practices.

Brooks, Jenni is an associate in Gilmore & Bell's St. Louis office. She received her B.A. degree in History and Psychology (with distinction) from the University of North Carolina, Chapel Hill, in 2011 and her J.D. (cum laude) from Washington University School of Law in 2015, where she served as a Senior Executive Editor of the Washington University Law Review; participated in the Wiley Rutledge Intramural Moot Court; was a Teaching Assistant in the Corporations Department and served as Vice President of the Women's Law Caucus.

Bryant, Steve has been with DESE for two years as the Missouri Career Pathways Program Manager. Steve served as the superintendent at Union, Missouri before joining DESE.

Cranston, Kim serves as the MoASBO executive director. Prior to that, she was the chief communications officer for the Rockwood School District (2001-2015). She was a secondary speech, debate and drama teacher/coach for nearly 20 years before moving into a PR/administrative role.

About Our Presenters

Creach, Erick is a shareholder in Gilmore & Bell, P.C.'s St. Louis office. After completing law school, he served as law clerk to the Honorable Stephen N. Limbaugh, Jr., on the Supreme Court of Missouri. Mr. Creach received his B.S. degree in Economics from Missouri State University, summa cum laude, and his J.D. from the University of Missouri - Columbia, cum laude, where he was an Associate Managing Editor of the Missouri Law Review. Mr. Creach also holds an Executive LL.M. in Taxation from New York University School of Law.

Downing, Susan is in her tenth year as communications director for the Ladue School District. She took on the role after having served on the district's Board of Education for over five years, including serving as Board president for one year. Prior to taking her current position with the district, her professional career focused on corporate marketing, specifically strategic and direct marketing. Susan holds a Bachelor of Arts degree in Journalism, with an emphasis in Public Relations, from Georgia State University.

Draper, Dr. John has energized audiences of educators, school leaders and community members in over 45 states. His presentations are marked by thoughtful analysis, engaging narrative and a refreshing passion for the mission of public schools. He makes research fun! As the CEO of the Educational Research Service in Washington, DC, Dr. Draper spawned conversations among school leaders nationwide on engaging staff and communities in active support of our schools. His presentations are known for getting to the root of the research and translating it into focused, proactive leadership practices.

Forster, Katie is with the law firm Mickes O'Toole, LLC.

Fraley, Dr. Todd began his educational career as a special education teacher before transitioning to a special education process coordinator. Dr. Fraley then served 7 years as Smith-Cotton High School Assistant Principal before serving another seven years as the Principal of Horace Mann Elementary in Sedalia, MO. He is currently in the role of Assistant Superintendent in Sedalia.

Fry, Ryan, Guin Mundorf, LLC, practices primarily in the areas of school law and civil litigation. Through his years of practice, Ryan has gained valuable experience and expertise in the areas of education law, representing various school districts and administrators. Ryan has successfully guided these clients through multiple administrative hearings and represented them in state and federal court. Ryan has presented for the Missouri Bar and local education organizations in the area of education law.

Fulghum, Clay serves as the general counsel for Park Hill School District.

Goodman, Dr. Matt serves as the executive director with the Missouri Assessment Partnership and works with the Pattonville School District and EducationPlus on issues of research, assessment, accountability, continuous improvement, and data-informed decision-making. Matt held a variety of roles with EducationPlus including serving as the Interim Executive Director. Prior to joining EducationPlus, Matt was an administrator in Springfield Public Schools; a Graduate Research Assistant in ELPA at the University of Missouri-Columbia; and a middle school language arts teacher for the Gasconade County R-I School District in Hermann.

Harden, Dr. Dennis has been with DESE for 32 years, and has served as the coordinator for Career and Technical Education for the past seven years.

Hayter, Dr. Doug serves as the MASA executive director. Prior to his work with MASA, he served as superintendent of the Branson School District (2003 – 2015) and as the superintendent of the Logan-Rogersville R-VIII School District (1996 to 2003). Dr. Hayter also served as an assistant superintendent at Logan-Rogersville from 1995 to 1996. He was a principal for grades 7-12 in the Sparta R-III School District from July 1990 to 1995.

About Our Presenters

Henningsen, Dr. Blaine has served as the assistant commissioner for College and Career Readiness at DESE since November of 2015. Prior to that he served as superintendent in the Carthage R-9 School District for seven years, and 23 years in the Hazelwood School District as a teacher and administrator.

Hesse, Margaret is the president of the law firm of Tueth Keeney and her law practice is focused on primarily representing school districts. Margaret has extensive experience in addressing employment issues related to workers' compensation, the ADA and FMLA. She consults with educators on a daily basis and is committed to creating a world where school leaders are spending as little time as possible thinking about legal concerns, so they can maximize their time and attention towards shaping young lives.

Hinshaw, Kelly began working for MASA in July of 2018 after serving in public education for 37 years in a variety of leadership positions. Hinshaw retired in June, 2018, from the position of assistant superintendent for Rolla Public Schools where his responsibilities included HR and Support Services. Previously, he served as a building administrator, activities director, teacher and coach.

Hoffman, Jason is the CFO/COO of the Jefferson City Public Schools and has served as a school business official for 19 years. He is a past board member and president of MoASBO and recently completed his SFO certification. He has a degree in Finance and an MBA. Jason has served on the Board of Trustees for PSRS/ PEERS for nine years and currently serves as Vice-Chairman.

Hofmann, Dr. Michelle is the director of elementary education for the Raymore-Peculiar School District.

Joyce, Amy is the chief human resources officer in Parkway School District in St. Louis County. Mrs. Joyce has served in education for 31 years, focusing on the field of Human Resources during the last 16 years. She has experience in problem-solving during contract negotiations, policy and employee relations. She has experience in district level grievances, EEOC, MCHR, and legal matters and is the president-elect of MOASPA. Amy received her undergraduate degree from Southeast Missouri State and her master's and specialist's degrees from the University of Missouri-St. Louis.

Kirby, Nicole is the Park Hill School District director of communication.

Lineberry, Dave is a former secondary teacher, district administrator, and statewide educator with thirty years experience in and supporting Missouri public schools, and fifteen years experience in the development of administrator evaluation tools and processes used in Missouri. Co-author of UMC's ElevatEd tool and projects, he is also the sole or collaborative author of several teacher, principal, and superintendent evaluation tools.

Martin, Duane (EdCounsel) represented his first school district in his private practice in 1997 and has dedicated his practice exclusively to the representation of public school districts since 2002. He has represented public school districts in state and federal court, as well as before state and federal administrative bodies. Duane's extensive experience in this field is unparalleled and he continues to work every day to further not only his mission of public service, but the betterment of public education as a whole.

McCausland, Dr. Jeff is a graduate of West Point and retired U.S. Army Colonel, Dr. McCausland served in a variety of command and staff positions before becoming the former Dean of Academics at the U.S. Army War College. Today he is an active National Security consultant for CBS RadioTelevision, a Visiting Professor of International Security at Dickinson College, and is the Founder/CEO of Diamond6 Leadership Strategy, LLC. Through Diamond6, he has conducted international executive leadership development workshops and consulted for leaders in public education, US government institutions, non-profit organizations, and corporations.

About Our Presenters

McNerlin, Kristi is the chief communications officer in the Blue Valley School District. Blue Valley is located in Overland Park, Kansas, and serves 24,000 students Pre-K through 12. She has dedicated her entire 24-year career to public education. She lived the life of a one-person communication office in a mid-sized school district before joining Blue Valley's Communication team in 2001. She has always had a passion for serving others and her community. Strategic communication planning, storytelling and crisis communication are among her strengths.

Omohundro, Emily is an attorney with EdCounsel, a firm dedicated exclusively to the representation of public schools. She works with school clients on a variety of general counsel matters on a daily basis. Emily is an experienced supporter and advocate for Missouri public schools.

Riss, Dr. Sarah is the director of the Missouri Academy for New Superintendents, works with MASA providing services to new superintendents and assisting in other areas as needed, and is an associate for Education Equity Consultants providing social justice learning experiences for educators. Sarah is a retired superintendent from the Webster Groves School District where she served seven years as superintendent and seven as assistant superintendent. She has also served as a principal in both Riverview Gardens and Metcalf Laboratory School at Illinois State University for 16 years.

Sevier, Dr. Sharon, L.P.C. Following a 31 year career as a school counselor, Dr. Sevier has been the director of advocacy for the Missouri School Counselor Association for the past four years. Dr. Sevier has experience as a school counselor at all levels, in urban, rural, and suburban settings. She has been a counselor educator, a director of school counseling; she is a Licensed Professional Counselor for the State of Missouri. Dr. Sevier was chair of the Board of Directors of the American School Counselor Association for two years.

Shin, Andrew is currently an internal communications specialist for the Rockwood School District in Eureka. He has experience as a School of Communications instructor at Webster University. Shin earned his master's degree in education from Lindenwood University. His bachelor's degree in broadcast journalism is from the University of Missouri in Columbia.

Smith, Stephanie is the director of public relations for the Fort Osage R-1 School District. She has been with Fort Osage for 15 years. Stephanie earned a bachelor of arts in Communication from the College of Wooster in Wooster, Ohio, and carries an APR (Accredited in Public Relations).

St. John, Dr. Amy is the director of performance analytics for Springfield Public Schools with expertise in organizational management of assessment, accountability and analytics. In the past seven years, she has focused on the efficiency of district data systems within the educational industry. Some typical projects include district data dashboards, department analytics, accuracy of state and federal reporting to maximize finance based on data collection. Amy has a BS in Business Education from Missouri State University, Masters of Business Administration from Park University and Ed. Specialist Secondary Administration from Northwest Missouri State University and Educational Doctorate through Lindenwood University.

Stuckey, Kim Prior to joining DESE in the spring of 2016, Kim Stuckey received a bachelor's degree in Social Work and a Master's Degree in Education-Counseling from University of Missouri. She spent her early career in behavioral health counseling children, adolescents, families and groups. She became interested in Dyslexia when her oldest son began to struggle early in elementary school. After training in Dyslexia Assessment and Multi-Sensory Structured Literacy remediation, she spent the last 12 years working with students of all ages and stages of their educational careers. She continues to oversee operations at a Dyslexia Center in her hometown.

About Our Presenters

Thomas, John currently serves as the Chief of Human Resources at Missouri Department of Health and Senior Services. He has also served as a Learning and Development Consultant for the University of Missouri System in Columbia. For more than 20 years, John has been addressing audiences with an inspiring and entertaining manner. He also does independent consulting and has worked with Sonic Drive-In, Missouri SHRM State Conference and SHRM Missouri chapters in the Northwest, West Central, and Central regions, on issues of employee engagement, morale, organizational climate and culture, and professional development opportunities. From 2005-2013, John served as an assistant football coach at Truman State University.

Vandelicht, Ginny has spent 38 years in education as a high school teacher, middle school principal and educational bureaucrat at DESE. She is beginning her ninth year at the Heart of MO RPDC and her third year there as director. She is a firm believer in the power of professional learning communities and high quality professional development.

Voelker, Dr. Al is in his 21st year in education. He began his career as an eighth grade American History teacher at Warrensburg Middle School. He served as principal of Lexington Middle School in the Lexington School District, and as principal of Bridle Ridge Intermediate in the Raymore-Peculiar School District before moving to his current position as assistant superintendent of Academic Services for the Raymore-Peculiar School District.

Welle, Dr. Brad is a deputy superintendent at Grain Valley Schools.

Williams, Dr. Julie is a 2011 Research Fellow for the Carnegie Project on the Education Doctorate who received her Ed.D. in Educational Leadership and Policy Analysis from the University of Missouri-Columbia in 2010. Over the last 28 years, she has served on multiple committees including the MODESE Content and Bias Review Committee, Questar Rangefinding Committee, and the HB 1490 Elementary Science Standards Workgroup. For the last 10 years, she has served at the helm of curriculum and instruction for the West Plains Public School District. Julie was the MSDC Outstanding Instructional Leader of the Year in 2014 and has authored multiple articles

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