

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 Session: Crisis Communications: Safe/Responsive Schools (\$40) _____

Regular Conference Registration (\$260)

Includes registration fee, Wednesday Awards Banquet, Thursday Continental Breakfast, Thursday Lunch Buffet, Thursday Evening Reception, Friday Breakfast Buffet.

Emeritus Full Registration (\$160)

For retired members, includes registration fee, Wednesday Awards Banquet, Thursday Continental Breakfast, Thursday Lunch Buffet, Thursday Evening Reception, Friday Breakfast Buffet.
(Emeritus members attending only the awards banquet may purchase tickets below.)

Spouse Registration (\$160)

Includes registration fee, Wednesday Awards Banquet, Thursday Continental Breakfast, Thursday Lunch Buffet, Thursday Evening Reception, Friday Breakfast Buffet.

Spouse's Name _____

Awards Banquet Only (\$45)

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

Or scan and email to: ann@mcsa.org



Conference Lodging

Rates are \$121 for single or double occupancy. Rates will be higher after February 23, 2020. Reservations received after February 23 will be accepted on a space-available basis.

Reservations can be made at The Lodge of Four Seasons by calling: 888-265-5500

or

Go online: Group Direct Booking Link - No login/Attendee Code needed:

<https://reservations.travelclick.com/17336?groupID=2718867>



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 13, 2020 will receive a refund less a \$50 processing fee. After **March 13**, 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, Email or fax notice of cancellation to: MASA, 3550 Amazonas Dr., Jefferson City, MO 65109. Email: ann@mcsa.org. Fax to: 573-556-6270. Allow six weeks for processing of refunds.

Cut and mail or fax

MASA

Missouri Association of School Administrators

&

MOSPRA

Missouri School Public Relations Association

2020 Spring Conference

The Lodge of Four Seasons

March 25 - 27, 2020

Wednesday, Thursday, Friday

Pre-Conference Session:

“Crisis Communications with Rick Kaufman”

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 Workshop

A special pre-conference workshop will be offered on Wednesday, March 25 from 9:30 a.m. - 1:30 p.m. The session is \$40 and will include lunch.

Rick Kaufman, APR

“Safe and Responsive Schools: Strategies and Communication”



School safety is a top of mind concern for parents, school staff and educational leaders. With few exceptions, our schools and communities are faced with the dilemma of how to protect the integrity of the environment where learning takes place amidst a world of increasing violence. The concerns for school safety are not new. The challenges are real. In this engaging session, participants will: 1) Understand the elements of Safe and Responsive Schools; 2) Explore best practices to manage a crisis, and 3) work through school crisis table-top scenarios.

Opening General Session - Wednesday - 2:00 pm



Dr. Bruce Baker

“School Funding Myths and Realities: Show-Me State Edition”

How well are Missouri schools doing as they work to provide quality education while constantly dealing with funding challenges? What does the research tell us about how and why equitable and adequate financing, and substantial, sustained school finance reforms matter for short and long term student outcomes? Bruce Baker will break these issues down as well as sharing estimates of cost to achieve academic goals (including a look at which states are doing this well and which are floundering). An expert in school finance with a wry sense of humor, Bruce Baker is always a favorite speaker for administrators.

Bruce Baker is a Professor in the Graduate School of Education at Rutgers University in New Brunswick, NJ. His work focuses on school finance, the economics of education and teacher labor markets. He is lead researcher, in collaboration with Mark Weber and Matt Di Carlo on the School Finance Indicators Data System and author of Educational Inequality and School Finance: Why Money Matters for America's Students.

Thursday Luncheon Speaker



Sean Covell

“The Word that Shapes Our World”

So here's the thing; your mind is a computer, pure and simple. And a computer has only one function: to answer questions. The questions you ask your mind result in answers that shape the way you see the world and how you interact in it. When you consider what questions others are asking themselves, you unlock the key to creating deep connections, find opportunities to collaborate on building great things, and gain a powerful tool to re-direct the lives of students and community members who are all but defeated in many aspects of their lives.

The most powerful questions you can ask yourself rely on one single word. It is a word that, more than any other, has shaped the entire modern world... And it is a word you already use each and every day.

Sean Covell is a Los Angeles-based Film and Television Producer who grew up in a town of 500 in the Black Hills of South Dakota. He has produced one dozen films, including the iconic independent film, “Napoleon Dynamite.” Covell's films have won multiple awards, generated over one-quarter-billion dollars in revenue, and gotten nerds prom dates around the globe.

Breakout Sessions On Current Topics!

Leadership, Administration & Finance

- Current School Finance Topics (DESE)
- You Can't Press Unsend: Life Changing Consequences for Social Media Posts
- Visioning a High School for the Future
- A Superintendent's Budgeting Journey
- Behavior and How We Address it
- Supporting LGBT Administrators, Teachers, and Students in Missouri's Public Schools
- Employee Wellness Impact
- Propane buses: Turn fuel \$ Into School \$
- Leadership Development Partners – Missouri's Leadership Development (DESE)
- MSIP and ESSA Updates (DESE)

Communications and Public Relations

- Preparing for the Firestorm: November 2020 Elections
- How to Survive a Social Media Fire: The Good, Bad & Ugly
- Your parents: What are they REALLY thinking?
- Harnessing the Power of Alumni
- Keep Calm and Call the PR Pro
- RepMO Hero: Creating An Effective Employee Recognition Program to Supercharge Your Culture
- Psychology in Design
- Boost Parent Engagement on Multiple Levels through an Award-Winning Event
- Connecting Construction & Community: Impactful Communications During Bond Construction
- PR Gold Mine: Multiple Mini-Sessions
- Proverbs for PR: 20 Things It Took Us Too Long To Learn

Innovations • Enhancing Learning • Technology • Mental Health

- Care Days: How to Utilize Mondays On A Four-Day Week to Provide Health and Mental Health Care to Students
- Beyond the Score: Using Student Interviews for Strategic Planning
- Practical Implications of the 4 Day School Week: Superintendents' Perspectives
- Simplifying the Data Review Team Process
- A Framework for Transitioning to Standards-Based Instruction, Assessment, and Reporting
- Curriculum Review: A Quick Reference Guide for Administrators
- SUBstantive SUBstitute Session (DESE)
- Best Practices in Virtual Course Processes and Policies
- Making the Call for Student Success - Phones Away During the Day
- Place-Based Instruction to Increase Engagement, Achievement, and Attendance
- Moving From Loud to Crowd - Crowdsourcing & Getting Beyond the Loud Voices
- Trauma-Informed Schools, Social Emotional Learning, School Mental Health - WHAT'S UP? (DESE)

Legal Issues

- Legal Drugs in School: The Hi's and Low's
- A Practical and Legal Overview of Interviews during Discrimination/Harassment Investigations
- They Posted WHAT????
- Data Breaches: Legal Compliance and Risks
- From Bad to Worse: How to Get Out In Front of a PR Nightmare without Getting Sued
- Top Eight Employment Mistakes Your District Is Absolutely (Maybe) Making
- Navigating the Use of Titles for Staff within the Gender Spectrum

Over 100 Exhibits!
Prizes
Annual Fun Activity

Conference Schedule

Wednesday, March 25

- 8:00 - Registration Opens
- 9:00 - 2:00 - *Aspiring Superintendent Workshop - Sponsored by OPAAI Food Management (*This session calls for a separate registration from the conference.)
- 10:00 - 1:00 - **Pre-Conference “Safe and Responsive Schools: Strategies and Communication” (**Participants must register for this session on the conference registration page.)

Wednesday Afternoon Sessions

- 2:00 - 3:15 - Opening General Session
- Keynote Speaker - Dr. Bruce Baker
- 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
- 4:30 -- MOSPRA New Member Reception -- Sponsored by MarketVolt
- 6:30 - MOSPRA Banquet Reception - Sponsored by Intrado/SchoolMessenger Solutions
- 7:30 - MOSPRA Awards Banquet - Sponsored by Blackboard
- 9:00 - MOSPRA Award Recipients Celebration - Sponsored by Peachjar and Blackboard
- 9:00 - MASA Dessert Reception For Honorees - Sponsored by United Health Care

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 - 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
- Speaker: Sean Covell

Thursday Afternoon

- 2:00 - 3:00 Breakout Sessions
- 3:00 - 3:30 Refreshment Break
- 3:30 - 4:30 Breakout Sessions

Thursday Evening

- 5:30 - President's Gala Reception - Exhibit Door Prizes Announced
- Sponsors by: Stifel, American Fidelity Assurance Company, and Missouri Propane Education Research Council (MOPERC)
- 8:30 -- MOSPRA Special Thursday Evening Event -- Sponsored by Thoughtexchange
- 7:00 - Fun Activity - Sponsored by American Fidelity Assurance Company and Guin Mundorf, LLC

Friday Morning, March 27

- 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