



Missouri Association of School Administrators

&



Missouri School Public Relations Association

Spring Conference

The Lodge of Four Seasons

March 20, 21 and 22, 2013

Wednesday, Thursday, Friday

NEW!

Pre-Conference Sessions

Registration and Conference Details

Opportunities For Professional Growth!

iPad Pre-Conference Workshop

iPad in Education: A Tool for Leading and Learning!

A three-hour workshop for district administrators Wednesday 9:30 am - 12:30 pm

Presented by Barry Sevett, Education Development Executive, Apple

Sure the iPad's a great mobile device, but how can you use it to improve your work as an educational leader? More importantly, how can it be used to engage students, increase student achievement, and change the teaching/learning dynamic in the K-12 classroom? This hands-on workshop will focus on how the iPad can be used by leaders to increase personal productivity, and how it can be used by students and teachers to significantly change learning. (There is no cost to attend this session. It will be repeated on Thursday morning, however, the Thursday morning session will conflict with other workshop offerings.)

Public Relations Pre-Conference Workshop

Public Relations For School Administrators

Presented by Cindy Gibson, Former Public Relations Director for Ritenour School District

Wednesday, 10:00 am to 2:00 pm

MASA has been sponsoring a series of Superintendent Success workshops to provide assistance and support primarily for individuals who are new to the superintendency, however, veteran superintendents and administrators may also find the information valuable. This session is the last in the series of these workshops and will focus on school public relations. Cindy Gibson will share strategies and information on how school administrators can more effectively communicate with the various stakeholders in a school district. Her practical ideas will be applicable to small or large districts. She will talk about developing trust, establishing transparency, social media, crisis communication, public engagement and much more. The cost to attend this session is \$60 and includes lunch. This session will conclude prior to the opening session.

Opening General Session - Wednesday - 2:00 pm

The Potential Of Technology in Education



Keynote Speaker: Dr. Julie Mathiesen

Dr. Julie Mathiesen is the current Director of Technology and Innovation Education (TIE) in South Dakota. She is recognized as both a regional and national thought leader in the area of transformative technologies. Her presentations incorporate current and emerging examples of technology which make the vision of customized teaching and learning feasible and reachable. Mathiesen has been a presenter at previous AASA national conventions. As the chief learner at TIE, she embraces the potential of technology readily and models effective applications for her colleagues continually.

Thursday Luncheon Keynote Speaker



The A-B-Cs of Education Leadership

Keynote Speaker: Dr. Zach Clements

Taking the education leader audience on an emotional rollercoaster, Zach provides insights on how positive attitudes affect behaviors which, in turn, affect performance. He brings perspective to the public's changing attitudes about schools; and retains focus on education's most critical resource: people. Zach celebrates the power of focusing on what's right with schools; illustrates the positive aspects of change and uncertainty; rejuvenates the audience and challenges them to become role models for positive schools.

Instructional Breakout Sessions

Implementing Common Core

Proficiency Learning

The Power of Alignment

What Are Your Rocks? What Do You Value?

Fostering Academic Success of English Language Learners:
The Tale of Two Schools in Southwest Missouri

Framing the Discussion: How to Coach Teachers to Improve Instruction

The Tech Savvy Administrator: Using Technology and Social Media to Enhance Your Brand

Embracing the Shift - Preparing Students for our Future

Issues of Interest Breakout Sessions

PSRS Retirement

Baldrige in Education

Teacher Evaluation Systems

Unemployment Compensation Issues

Gold Mine Session with a Variety of Topics for Administrators and School Public Relations Professionals

School Finance Breakout Sessions

Everything You Wanted to ask About School Finance But Were Afraid to Ask

Investing School Funds

DESE School Finance Update

Legal Breakout Sessions

Common Mistakes that Torpedo Teacher Terminations

Practical Steps to Minimize Liability in the Litigious World of Public Accommodations

Legal Aspects of the Missouri Educator Evaluation System

Legal Aspects of Board Meetings

Apples and Oranges! – Responding to Complex Grievances Covered by More than One Policy

Cheaters Never Win! Testing Security and Impropriety: Preventing and Responding to Breaches of High Stakes Testing Security

Public Relations Breakout Sessions

Customer Service Training for Staff

Social Media Guidelines

Community Engagement: Columbia Schools and ParentLink: "Mobile Apps -Taking Communication Into the 21st Century"

MOSPRA - PR / Legal

Community Engagement:Bright Futures

Using Video in School Public Relations

Developing and Maximizing a One Person Office

Veteran Public Relations Group Roundtable

Goldmine Session with a variety of topics!

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

Conference Schedule

Wednesday, March 20

8:00 - Registration Opens

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

9:30 - 12:30 - Apple Pre-Conference Workshop

10:00 am - 2:00 pm Superintendent Success Program on Public Relations

Wednesday Afternoon Sessions

2:00 - 3:00 - Opening General Session

Keynote Speaker, Julie Mathiesen

3:00 - 4:00 - Breakout Sessions

3:00 - 6:30 Exhibits open

Welcome Reception - Exhibit Hall - *Sponsored by American Fidelity Assurance Company*

5:00 - 6:00 - Dialogue With The Commissioner

Wednesday Evening, March 20

6:30 - MASA Awards Banquet- *Sponsored by Tueth Keeney Cooper Mohan & Jackstadt, PC*

6:30 - MOSPRA Reception & Awards Banquet

9:00 - MOSPRA Reception For Honorees

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

Thursday Morning, March 21

8:00 - 11:30 - Registration Opens

7:30 - 11:30 - Exhibits Open

8:00 - Continental Breakfast - *Sponsored by ACI/Frangkiser Hutchens*

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. & Johnson Controls*

MOSPRA Administrator of the Year

Keynote Speaker - Dr. Zach J. Clements

Thursday Afternoon

2:00 - 3:00 Workshop Sessions

3:00 - 3:30 Refreshment Break

3:30 - 4:30 Workshop Sessions

Thursday Evening

5:00 - 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

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

Guin Martin Mundorf, LLC

Friday Morning

7:30 - MOSPRA Breakfast and Business Meeting

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

8:30 - Benny Gooden, AASA President

9:00 - Legislative Leaders Panel

10:00 - Other 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

Register Me For the Apple Pre-Conference Session (No Additional Cost)

Register Me For Public Relations Pre-Conference Session (\$60) _____

Regular Conference Registration (\$240)

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

Emeritus Full Registration (\$140)

For retired individuals, 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 (\$140)

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 _____
Last three digits on back

Signature _____

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



Conference Lodging

Rates are \$95 for single or double occupancy. Reservations received after March 1 will be accepted on a space-available basis. Rates will be higher after February 17, 2013.

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 left side of the MASA website at masaonline.org



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 12, 2013, will receive a refund less a \$25 processing fee. After March 12, 2013, 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.