

## MASA Women in Leadership Initiative Update

### Regional Networks

The MASA Women in Leadership Regional Networks have provided an opportunity for over 150 women in central office leadership roles to meet informally on a quarterly basis. The focus of the networks is relationship building and supporting women in their current and future leadership roles. Additional opportunities have been provided throughout the year for women to come together from all over Missouri to learn and grow together. These events include breakout sessions at both the MASA and MARE annual conferences, and the Women in Leadership Summit held in March.

The regional networks are asked to gather to discuss such issues as effective communications, building support networks, school budgets and mental wellness.

Please contact Sarah Riss for more information: [sarah.riss@mcsa.org](mailto:sarah.riss@mcsa.org)

### Women in Leadership Summit



Dr. Lori VanLeer, Superintendent of the Washington School District, leads a presentation.

More than 120 women participated in the March 5 “Women in Leadership Summit.” Speakers included Dr. Kristy Jackson, Dr. Lori VanLeer, and Missouri Commissioner of Education, Dr. Margie Vandeven. Ample time was also given for table talk discussions.

Please mark your calendars for the next Women in Leadership Summit scheduled for March 4, 2022. Details will be coming soon.

Special thanks to our sponsors American Fidelity, EdCounsel, Mickes O’Toole and Tueth Keeney.



Shelby Scarbrough & Dawn Berhorst, Jefferson City School District, were two of the more than 120 participants in the Women’s Leadership Summit.

## Upcoming Events

### Finance Workshop: Setting Your Tax Rate

August 3, 2021

(Session will take place at the conclusion of the DESE Administrators Conference at the Lodge of Four Seasons and will include lunch). Register at [www.masaonline.org](http://www.masaonline.org) under “Conferences & Workshops).

MASA and MoASBO will offer a special workshop to assist districts as they set their tax rate. Jason Hoffman, former Chief Financial Officer for the Jefferson City School District, and Jim Cummins, Superintendent for the Neosho School District will walk participants through the process of completing the State Auditor Forms. Participants will learn how to plan, advertise, and conduct a tax rate hearing (including the necessary documents). The workshop will be recorded and available to those subscribed to the MASA Online Video Library.

### 2021 – 2022 First-Year Superintendent Workshop and Dinner

If you will be a first year superintendent in the 2021 – 2022 school year, you are invited to register for a workshop and dinner to be held on Monday, June 21, 2021, in the lower level of the MCSA Education and Conference Center, 3550 Amazonas Dr., Jefferson City, MO, 65109. The workshop and dinner are provided to you at no cost. The attire is business casual. Find more information at [www.masaonline.org](http://www.masaonline.org) or register by contacting Kelly Hinshaw at 573-647-0591 by June 16, 2021.

### MASA Emeritus Fall Reunion Planned for October 2021!

The statewide MASA Emeritus Fall Reunion will be held on Thursday, October 7, 2021, at the MCSA Education Center, Jefferson City. The schedule of events for the day will include an open house, social time with friends, lunch provided by MASA, and updates on MASA, PSRS, and Better Schools for Missouri. Watch for additional information and a link to register for the event later this summer! In the meantime, checkout the new Emeritus webpage at [www.masaonline.org](http://www.masaonline.org), verify your contact information, and find an old friend. We also encourage you to request admittance to the Missouri Retired Superintendents Facebook page.

### Missouri Superintendents Academy

There’s still time to apply for the Missouri Superintendents Academy for those in their 2nd, 3rd or 4th years. Dates for the 2021-2022 cohort: October 28-29; February 24-25; and April 28-29. Learn more and apply online: [www.masaonline.org](http://www.masaonline.org) (under the “Leadership Programs” tab). For more information, applicants may call program director Sarah Riss at 314-575-8942 or email her at [sarah.riss@mcsa.org](mailto:sarah.riss@mcsa.org).



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## Kevin Carl Named 2021 Pearce Award Recipient



MASA is pleased to announce the 2021 Robert L. Pearce Award recipient, Dr. Kevin Carl, Superintendent of the Hancock Place School District. We talked to Dr. Carl via Zoom to get his thoughts on several leadership matters and to learn more about his world.

### What is your leadership style?

I’m a jump in and let’s go kind of guy, and that’s why Hancock Place is a great

place for me and my leadership style. I tell my colleagues in larger districts, “We’re all headed towards the same island, but you’re on a super freighter and I’m on a jet ski. I can make changes and movements quickly. I might be a little impatient or quick, but that produces opportunities. For example, in 2011, we were behind in technology, but we made the decision to go one-to-one and we were one of the first districts in the St. Louis area to do that. We put in our infrastructure and moved forward quickly. We started the process in March and were ready when the next school year began. It helps that I am surrounded by other educators who are on the same page.

### How have you developed a network of people you trust for good counsel? How has MASA played a role in this part of your leadership?

I’ve been fortunate to work in school systems where I have had people to emulate. Roger Clough and John Urkevich both had significant impact on me as a person and a professional, mentoring and assisting me. I worked with Paul Ziegler too, and all of them encouraged me to listen. Listening is the number one means of communicating,

especially when you are new. It’s also important to network, engage and reach out. MASA has helped me make professional connections and life-long friends. There is a camaraderie because of the work we do.

### What would be your best tips for a person who has just landed their first superintendent job?

First, understand your context and your community. I would probably give different advice to people based on their scenario, but they must analyze and understand the needs of their community. I’d also encourage the new superintendent to identify some things that need to be done in the district and get some small wins under your belt. Those will pay off later. Finally, be everywhere. People want to see you, meet you and get to know you.

To view the full video interview, visit [WWW.MASAONLINE.ORG](http://WWW.MASAONLINE.ORG). Click on the: Resources, News & Publications -- MASA News & Press Releases -- News, Articles and Events - 2021

### MASA Welcomes New Business Members

MASA is pleased to welcome several new Business Members. Please keep these companies in mind for your school district’s needs.

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Daktronics  
Demco  
Get More Math!  
Landmark Contract

Management Inc  
PMA Financial  
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Solera Energy LLC  
Virco, Inc.



### 2020-2021 Leadership

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President..... Susan Crooks  
President-Elect..... Curtis Cain  
Secretary .....Brad Swofford  
Treasurer .....Toni Hill  
Past President.....Mark Penny

#### District Representatives

Northwest..... Roger Schmitz  
Gr. Kansas City.....Michael Reik  
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# Thank You!



By Doug Hayter, MASA Executive Director

membership. Both Scott and Tami would be the first to say that it is you, our MASA members, who truly have the greatest impact on legislators, but we all know that those two are at the very forefront and are absolutely integral to the success of this work on a daily basis.

The School Administrators Coalition members (MoASBO, MoASSP, MAESP, MSHSAA, MARE, Missouri K-8, MOASPA, MO-CASE, MCCTA, MUSIC & MASA) are education association colleagues who join MASA in promoting and fighting for public education at the Missouri Capitol. We would also not be successful without the work of the Burton-Liese Lobbying Team, our other contracted lobbyists, and the MASA assistant lobbyists from each of the eight MASA regions. All of these professionals have stepped up and provided support for MASA and public education overall. Our success is due to their ongoing good work. When the opportunity arises, please take the time to thank Scott, Tami, and our entire lobbying team for their continuing good work on your behalf.

### Thank You to our Leaders

*“Your life is your story and the adventure ahead of you is the journey to fulfill your own purpose and potential.”* —Kerry Washington

As the 2020-2021 school year concludes, the education careers of many of our MASA members will end as well. Let me share some special thanks to several people. First, we have three members who will be vacating positions on the MASA Executive Committee. Dr. Mike Reik (Greater KC-MASA), Dr. Tracy Bottoms (NE-MASA), and Dr. Jon Earnhart (SC-MASA) will all conclude their time on the committee. We appreciate their leadership and wish them the very best. Replacing them on the MASA Executive Committee will Dr. Mark Bedell (Greater KC-MASA), Dr. Randy Caffey (SC-MASA), and Dr. Aaron Vitt (NE-MASA). We appreciate their willingness to serve and look forward to their contributions to

## 2021 Legislative Session: Voucher Tax Credits Passed; Other Reform Issues Stopped



The First Regular Session of the 101st General Assembly ended May 14 and will undoubtedly go down in the history books as one of the most difficult sessions public education has ever seen. A number of major education reform initiatives were presented, and unfortunately, one of those initiatives, House Bill 349 -- voucher tax credits --- passed. *(At the time of this publication’s printing, the bill sits on the Governor’s desk for his consideration. It is not known if he will sign, veto, or let the bill become law by taking no action. He has until July 14 to make that decision.)* While the passing of HB 349 is disappointing, we are pleased to announce that a host of other education reform issues (e.g., open enrollment, virtual instruction expansion, school accreditation modifications, charter school expansion, charter funding, mandatory reading intervention, etc.) did not cross the finish line.

**About House Bill 349:** MASA and the School Administrators Coalition have long pushed back against any bill that would siphon public funds for use in non-public schools, but HB 349, filed by Rep. Phil Christofanelli, R - St. Peters, creates a type of voucher known as a scholarship tax credit. This approach was created to circumvent constitutional restrictions that prevent a legislature from appropriating funds directly for private and religious schools. If the bill becomes law, it will initially reduce state general revenue funds by up to \$50 million per year (which will grow to \$75 million per year over time) by allowing a tax credit for donations to pay expenses for home school, private school or charter schools for certain students. As a result, HB

349 will reduce state funds that would have been used for public education and other vital services and will divert those funds to private schools, charter schools, and home schools that are not held to the same standards as public schools.

The program is limited to students in the more populous (charter) counties and in cities with over 30,000 in population. The bill also provides five years of phantom student state aid payments to districts for students who leave the district to participate in the program.

**The legislature also passed SB 86**, filed by Dan Hegeman (R - Cosby). This bill adds a penalty provision regarding the use of public funds for political purposes. Current law states that, “No contribution or expenditure of public funds shall be made directly by any officer, employee or agent of any political subdivision, to advocate, support or oppose any ballot measure or candidate for public office.” The new language adds a class four election offense (Class A Misdemeanor) which is punishable by up to a year in jail, a \$2,500 fine or both.

Interestingly, SB 86 includes revisions to HB 349, the voucher tax credit bill discussed above. In SB 86, the cap of the tax credit was reduced from \$50 million in the first year to \$25 million and lowers the amount in which it can eventually grow from \$75 million to \$50 million. The modifications also include a cap on the number of Education Assistance Organizations (EAOs) that can be created and specifies where they can be located.

Finally, the language in SB 86 creates the Missouri Empowerment Scholarship Accounts Board and specifies the makeup of the membership. The state treasurer can delegate duties to the Board assigned to him under the truly agreed to and finally passed version of HB 349.

**The legislature also passed HB 432**, a bill filed by Hannah Kelly (R - Mountain Grove) that includes several public education-related provisions including allowing parents or guardians to audio record meetings

held as part of an IEP or Section 504 meeting; a requirement for school districts to include in policy a prohibition on the use of restraint and seclusion, for any purpose, other than situations or conditions in which there is imminent danger of physical harm to self or others; and a requirement that DESE develop a model policy relating to accommodations for breast-feeding by January 1, 2022. Public school districts must adopt a written policy meeting the requirements contained within this bill by July 1, 2022.

As MASA members know, the bills referred to above are only a fraction of the legislation that will impact public education. For this reason we encourage members to review the May 14 and May 21 Legislative Bulletins for a full look at bills that passed that may impact your schools.

**Thank you for your engagement this session. Whether you know it or not, your involvement matters and was vital in stifling many harmful bills this session.**

### Contribute to Better Schools for Missouri!

We encourage MASA members to support the Better Schools for Missouri action committee. You may contribute and learn more at [www.betterschoolsformissouri.com](http://www.betterschoolsformissouri.com) or send an email to [elaine.hagan@mcsa.org](mailto:elaine.hagan@mcsa.org). You may reach us by phone at 573-638-2692.



## MASA President’s Report Encouraging Women in Leadership

Susan Crooks, Superintendent, Leeton R-X School District



Twenty years ago, I started my journey as a school administrator. For eight years I was an elementary principal and, for the last twelve, I have been a district superintendent. My advancement to the district level would not have been possible without the encouragement and mentorship of other leaders around me. But unfortunately, many women do not have those opportunities. According to a recent AASA article, of our nation’s 13,728 superintendents, only 1,984 are women. This is a significant difference that leads me to believe we are overlooking some very qualified, highly intelligent women for leadership roles.

To be clear, I believe in putting the right people in the right places, regardless of their gender or ethnicity; however, for this op-ed, my focus is on women in leadership roles.

I grew up with three brothers and learned if you want something, you have to believe you can achieve it and fight to make it happen. I am concerned we are not encouraging some of our most dynamic staff to fight to be district leaders.

Most of our superintendents come from the secondary level. They are often high school teachers or coaches who move to principalships and then to district administration. Whereas, most women educators begin at the elementary level and rarely take the path to district leadership. After twenty years of being in administration, I have to ask “why?”

Why are the majority of our nation’s teachers women, while only a small percent are building leaders? Why are we not using recruiting strategies to encourage more women into leadership? Why are we not breaking down the barriers that keep women from being successful superintendents?

### Breaking Down Barriers

There are many reasons outside the school environment why women may choose not to pursue district-level leadership roles, including child-rearing, a partner’s career or other logistics. However, encouraging women to at least consider leadership opportunities and working beside them to help them achieve those goals can help to bridge the gender gap.

In addition, we must continue to educate our school boards about stereotyping by gender. Women have made some notable strides, but social norms and ingrained beliefs regarding who makes the best leaders are still prevalent.

Wouldn’t it be interesting to read resumes without a name, like we do scholarship applications? What if, by not knowing the candidates gender or race, we chose to interview people based solely on merit? Ultimately, we should always hire the most qualified person; however, are we not also

obligated to ensure the most qualified people are being asked to interview?

I am pleased to be part of the MASA Women in Leadership Initiative, a group that was developed with the help of Dr. Sarah Riss and other amazing leaders throughout the state. This group allows women to collaborate, share common concerns, and grow professionally with other women. It is a support system and network that is mutually beneficial to the individual and the district.

One final thought... I am fortunate to work with some of the most intelligent, caring, forward-thinking superintendents across the state. Many of my peers are men who have encouraged me to advance my career and mentored me through that process. For that, I am truly grateful. It is my hope that we as leaders continue to encourage young educators, no matter what gender or position they hold within the organization, to consider administrative roles.

Thank you to all the MASA staff and my colleagues for supporting me throughout this year of leadership. As your outgoing MASA president, it was an honor to preside over the organization. I wish you all the best.

— Susan Crooks

### Thank You!

Please join us in thanking President Susan Crooks and the MASA Executive Committee for their work this past year.

