

Contribute to Better Schools for Missouri!

Better Schools for Missouri was formed as a way for supporters of public education to help elect candidates in Missouri who share the value of quality public education.

While Better Schools for Missouri represents everyone that supports public education, five organizations are sustaining, cornerstone members of the committee: the Missouri Association of School Administrators, the Missouri Association of Elementary School Principals, the Missouri Association of Secondary School Principals, the Missouri Council of Career and Technical School Administrators, and the Missouri Association of School Business Officials.

We encourage MASA members to support the action committee. You may contribute and learn more at www.betterschoolsformissouri.com or send an email to betterschools@mcsa.org. You may reach us by phone at 573-638-2692.



MASA Improves Business MULTI Card

MASA has partnered with Missouri-based financial institution, Central Bank, to offer a new MASA MasterCard® Corporate MULTI Card. The MULTI card is a Commercial, Purchasing & Fleet card all-in-one, affording your school district flexibility, control and advanced reporting all at your fingertips.



Enhanced with an embedded EMV chip, the MULTI card carries added security from counterfeit fraud.

It is now possible to work with Central Bank locations around the state to establish an account. Each one of the locations has personnel who can assist your district with setting up the Business Card

program for your district. You do not have to work with people in a foreign country or individuals in another state. There are Central Bank locations in the following communities: Jefferson City, Branson, Lake of the Ozarks, Kansas City, Sedalia, Columbia, St. Louis, Moberly, Audrain County, Springfield, and Warrensburg. Commercial Cards offer an assigned credit limit with options to add daily or even single transaction dollar restrictions. Purchasing Cards carry a declining balance which is great for faculty and staff with a fixed budget set for the school year.

Fleet Cards can be assigned to vehicle or bus drivers for fuel and vehicle maintenance expenses. The school district can opt to have the driver be prompted for an odometer reading, or vehicle number at the time of transaction, making detailed reporting available down to the vehicle or driver level.

Each of the MULTI Card types deliver options for card level restrictions, which a Card Administrator of the school district can add and modify as needed. The MASA MasterCard® Corporate MULTI Card is a Commercial product intended for school districts requiring 10 or more cards. Central Bank also offers the MASA MasterCard® BusinessCard® enabling Corporate Card functionality, while allowing the school district to apply transaction restrictions and credit limits on a per card basis.

For more information, contact Roger Kurtz at MASA. Phone: 573-638-4825 Email: roger.kurtz@mcsa.org

It's Time To Think About Your Bond Proceeds Investments

April is fast approaching and many of you may have bonds on the ballot for voters' approval. Soon it will be time for you to start thinking about how your entity should invest its bond proceeds. It's a good idea to start looking over your investment options to find the one that best meets your needs and circumstances.

Beyond simply seeking to provide a table return, local government investment pools (LGIPs) can offer a range of additional features and services to investors with bond proceeds. For example, if you choose to invest all of your bond proceeds in an LGIP, arbitrage rebate calculations may be provided at no additional cost. This investment option is both cost-effective and easy to implement. For large bond issues, another option is to hire an independent investment advisor who has a fiduciary duty to act exclusively in your best interests. As the markets respond

to the Federal Open Market Committee's (FOMC's) plan for rate increases, an investment advisor can help you navigate the potential effects on your investments.

When investing bond proceeds, it is critical to manage your liquidity needs by keeping a close eye on your draw schedule. In order to meet immediate liquidity needs for a specific draw schedule, you need to make sure that funds can be withdrawn quickly and easily without a costly penalty. Finally, however you choose to invest your bond proceeds, please be aware that your options are governed by the permitted investments according to the bond indenture and Missouri Constitution for public entities.

If you have any questions about investing your bond proceeds, please contact Maria Altomare at (800) 891-7910 or directly at (314) 815-5481.

This information is for institutional investor use only, not for further distribution to retail investors and does not represent an offer to sell or a solicitation of an offer to buy or sell any fund or other security. Investors should consider the investment objectives, risks, charges, and expenses before investing in any of the Missouri Securities Investment Program's portfolios. This and other information about the Program's portfolios is available in the Program's current Information Statement, which should be read carefully before investing. A copy of the Information Statement may be obtained by calling 1-877-MY-MOSIP or is available on the Program's website at www.mosip.org. While the MOSIP Liquid Series seeks to maintain a stable net asset value of \$1.00 per share and the MOSIP Term portfolio seeks to achieve a net asset value of \$1.00 per share at the stated maturity, it is possible to lose money investing in the Program. An investment in the Program is not insured or guaranteed by the Federal Deposit Insurance Corporation or any other government agency. Shares of the Program's portfolios are distributed by PFM Fund Distributors, Inc., member Financial Industry Regulatory Authority (FINRA) (www.finra.org) and Securities Investor Protection Corporation (SIPC) (www.sipc.org). PFM Fund Distributors, Inc. is a wholly owned subsidiary of PFM Asset Management LLC.

New Business Members

MASA is able to provide many outstanding services to members in part because of our supportive Business Associate Members.

The following companies and organizations have recently joined MASA as Business Associate Members for 2015-2016.

MASA has established a link to the websites of most of these businesses at www.masaonline.org and click on the Business/Associate Members tab at the top of the page.

- BrightBytes**
- Catapult Learning, Inc.**
- DLR Group**
- Flexible Educators**
- Forecast5 Analytics Inc**
- Gale Publishing / Cengage Learning**
- Holland Construction Services, Inc.**
- George K. Baum & Company**
- Littler Mendelson PC**
- National Life Group**
- Northwest Evaluation Association (NWEA)**
- SFE - Southwest Foodservice Excellence**
- Siemens Industry Inc**
- YellowFolder LLC**

Please consider these companies when your district is making purchases or seeking professional assistance.

Piper Jaffray is proud to sponsor this issue of **The Spotlight**

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S MASA SPOTLIGHT

A Publication of the Missouri Association of School Administrators

March 2016

MASA/MOSPRA Spring Conference, March 30 - April 1

The annual MASA/MOSPRA Spring Conference is scheduled for March 30 - April 1 at The Lodge of Four Seasons.



The conference will officially open with a general session at 2:00 pm on Wednesday. **Mr. Ken Kay** will be our opening speaker offering insights into 21st Century Education in the classroom and the community.

Besides the opportunities to network with colleagues, there are more than 40 breakout sessions covering school finance, improving administration, public relations, legal issues, enhancing education and much more.

The noon luncheon on Thursday will feature **Mr. Brian Woodland**. Brian is the Director of Communications and Community Relations at Peel



District School Board, one of Canada's largest public school systems. Brian's session, "Making Education Leadership Matter in a Kim Kardashian World," will both entertain and enlighten.

Wednesday will include several pre-sessions (see sidebar) as well as an Exhibit Hall with more than 100 supporting businesses.

Wednesday evening will include the MASA Awards Banquet and Dessert Reception.

Thursday is a professional development bonanza with sessions running throughout the day. On Thursday evening join us for the President's Reception followed by a fun activities with your colleagues.

On Friday morning, the annual MASA Business Meeting will be held. We will also have an annual legislative update on Friday morning.

Complete registration information including a comprehensive program schedule may be found at the MASA website: www.masaonline.org.

Conference Twitter
#SuPR16



Special Pre-Conference Sessions!

This year MASA is featuring three pre-conference sessions. Sessions are \$25.

EdCamp for Superintendents
Join your colleagues for this organic, participant-driven professional learning experience created by educators, for educators.

Overcoming 1:1 Roadblocks
This interactive, hands-on session was created by and for superintendents. Interested in 1:1 initiatives? Here's your opportunity to problem solve with your peers on how to overcome the challenges associated with implementation.

21st Century Classrooms
Participants will gain insights into 21st century education as it impacts today's students.

Be sure to get signed up today. Contact Ann Ainsworth at Ann@mcsa.org or call (573) 638-4825.

Task Force Prepares for State Board Presentations

The Show-Me Task Force on Accreditation and Assessment continues its work to prepare recommendations to the State Board of Education. As part of the research being done, several members of the Task Force traveled to New Hampshire the first week in February to meet with education officials and learn about their use of interim assessments and competency-based education.

The Task Force is continuing its research on assessments. Matt Goodman at EducationPlus is conducting a study

of interim assessments to see how they predict performance on the MAP test. Matt will also be looking at how interim assessments are used in the learning process. At this point, the Task Force is focusing on five interim assessments: Acuity, Evaluate, iReady, NWEA-MAP and STAR. As of late February, 40 school districts have indicated a willingness to participate in this study with every region of the state represented.

The Accreditation sub-committee

continues its work developing standards of quality for Missouri schools, indicators of those quality factors and a way to measure each.

The Task Force will share their work with all members during the MASA Spring Conference on Friday morning at our general meeting. Current plans are to present a report to the State Board of Education on April 19 on accreditation and then share the Task Force's recommendations on assessments at the May State Board meeting.



You Have To Be Kidding Me!

By Roger Kurtz, MASA Executive Director

As we prepare for the MASA Spring Conference, I am always interested looking at the agenda and topics at other conferences. I came across a copy of a program for a school administrator’s conference that included some interesting topics that we are facing right now.

These are the actual program titles that are included in this program: *Organizational and Administrative Patterns Needed at the Top*; *Administrative Level to Cope with Growing School Systems*; *The Non-Graded School: What Should Be Done, When and for Whom?*; *Promoting Teacher Competence and Relating Teacher Competence to Salary*; *Charting a Year-Long Action Program in Public Relations*; and *How Do We Maintain Local Control in the New Local-State-Federal Relationship?*

All of these programs would make excellent breakout sessions or even general sessions for our upcoming conference.

The fact is, we do have many similar breakout sessions at our conference to those listed above.

The only problem is that the conference listed above was actually the MASA Annual Summer Conference held in Columbia, Missouri in June of 1966! That’s right, these were the topics that school administrators were discussing 50 YEARS AGO! By the way, the MASA president at the time was Joe Nichols, Superintendent in Jefferson City. The program also included remarks from Hubert Wheeler (Governor Jay Nixon’s father-in-law).

I bring this up because I truly hope that in 2066 when my 56-year-old granddaughter finds a copy of our program for the 2016 MASA Spring Conference on the internet or someplace in a cloud or whatever they have at that time, that she doesn’t laugh like I did when I discovered that educators are still working on very similar issues 50 years later! (And hopefully, they are still not trying to fully fund the foundation formula!) I can’t believe we have been chasing these issues for 50 years.

Can you imagine buying a car today with the options that were available in 1966? A brochure for a 1966 Chevrolet Chevelle lists options that are available at that time that included automatic transmission, cruise control, power steering, power brakes, power windows, power seats, positive traction rear axle,

soft-ray tinted glass and all transistor radios! The automobile industry has re-tooled, made new investments, embraced innovation and adapted to the changing needs of the consumer. Can we say the same thing about education?

Please know that I am not trying to write a column of despair. This is a column of hope. Because when I look at the topics for our conference, I also see a great keynote address from Ken Kay who will focus on moving education forward and what it takes to do so. I attended one of his sessions at the recent AASA National Conference and the room was packed. I hope that this keynote sets the stage for a great conference.

I also believe the work of the MASA Task Force on Accreditation and Assessment has the potential to create a paradigm shift in the way we define quality schools and how we track the progress of our students. A lot of work has been done, a lot still needs to be done, but as Jim Collins would say, “we have the right people on the bus” to make this happen. We can’t keep driving the bus in circles, our students deserve a new course. And educators can either set that course or allow the so-called reformers like Rex Sinquefield’s do it for us. We have a golden opportunity to do so, even if it is 50 years later.

Special MASA/MoASBO Workshop: 2016-17 Budget Development

It’s time to start looking at your district’s 2016-17 budget. MASA and MoASBO are co-sponsoring a special session to assist districts in building a budget for 2016-17. Chris Straub will lead the presentation and Jason Hoffman, the Chief Financial Officer for the Jefferson City School District, will co-present. The session will focus on identifying key areas of concern, estimating revenues and expenses and a general discussion of budgeting basics. The Governor’s budget recommendations for education will also be reviewed.

Registration is \$60/person. The registration fee includes workshop

handouts and lunch sponsored by OPAA! Food Management and American Fidelity Assurance.

The workshop will be available live on the internet and is free for those subscribed to the MASA Online Video Library; however, participants must register to be part of the live presentation.

For more information on this workshop visit www.masaonline.org and view under “Conferences & Workshops.”

If you have any questions or need additional information, please contact Roger Kurtz at roger.kurtz@mcsa.org or Ann Ainsworth at ann@mcsa.org. To contact by phone call 573-638-4825.

They’ve Got Your Back! A Look Into the World of MASA’s Regional Lobbying Assistants

Several years ago, under Gary Sharpe’s leadership, MASA started a lobbying effort that was highly effective and continues to this day. Many MASA members may not know that every other week during the legislative session, a group of retired educators come to the Capitol to talk with legislators about education issues. The Lobbying Assistants can relate to the legislators as they are residents of their area.

This group is called Lobbying Assistants and includes the following individuals: LeRoy Huff represents the Northeast MASA District; Johnny Fite represents the Southwest district; Kay McMurtrey represents the South Central District; Craig Barker represents the Northwest district; Bill Ray represents the West Central District and Cheryl Compton is now representing the St. Louis District. We are currently seeking a retiree to represent the Southeast district. The Kansas City Cooperating School Districts hire a lobbyist to represent them on a daily basis.

This group begins each visit to the Capitol with an orientation session with Scott Kimble, the MCSA Director of Legislative Advocacy and Mike Lodewegen, MASA Associate Executive Director for Government Affairs. The Lobbying Assistants focus on one or two pieces of legislation that is being discussed that week and meet with Representatives and Senators from their respective areas. The group reconvenes at the end of the day and shares information regarding the conversations and information they have obtained during the day. This information helps guide future lobbying work for Kimble and Lodewegen. The Lobbying Assistants also are available for MASA District meetings



The MASA Lobbying Assistants meet at the Capitol to begin their day. From left, Cheryl Compton, LeRoy Huff, Craig Barker, Kay McMurtrey, Bill Ray, Johnny Fite, Scott Kimble and Mike Lodewegen

to share information on legislation they have been working on and impressions about the legislative session they may have formed as a result of their visits.

The Lobbying Assistants are a valuable asset for MASA as we try to keep legislators focused on improving public education in Missouri and stop those who are trying to destroy it.

MASA/MOSPRA Offering Communication Planning Workshops



the process of developing strategic communications and public relations plans.

MASA’s Director of Communications, David Luther, said, “The first thing we do is get people thinking about communications. Who are your audiences? What do they need and want to know about the schools, and what methods are most effective in reaching those audiences.”

Luther emphasized that the 3-4 hour workshops will

not produce a final plan, but that the foundations for the plan will be set and ideas about moving forward will be provided. Ultimately, leaders in the district will work with select staff and community members to develop a workable communications plan.

MASA, with the assistance of a member from the Missouri School Public Relations Association (MOSPRA), will work with a host district to bring in 3-7 other districts for the half-day session. Each district should have at least three representatives at the workshop.

Luther said, “This is a workshop in the truest sense. We carve out plenty of time for district participants to work through the process as it applies to their audiences. Because of this, there needs to be several people from that district at the table.”

As of February, three workshops have been held, one each in Union, Ava and Harrisburg. The next session will be held in Belton on March 18.

To learn more, visit www.masaonline.org and view under the Resources/ Communications tab.

If your district would like to coordinate a workshop, contact David Luther at david.luther@mcsa.org or call 573.638.4825.

MASA President’s Report

An Outdoorsman in Winter: Don’t Get Cabin Fever, Get Busy

Scott Downing, Warsaw R-IX School District, MASA 2015-2016 President

It’s pretty well established with my MASA colleagues that I am an outdoor enthusiast (some may say fanatic) and I accept it to be true. If it’s “in season,” there is a good chance that I will be packing a gun or a bow or a fishing rod and tromping through the fields and woods and streams in hopes of bringing home some wild game. But then winter starts to set in and the pace of things change. This is true for both the outdoorsman and the educator.

I think that many of us who have served as superintendents for a few years understand the natural ebb and flow of the school year. During those first weeks leading up to the start of the school there is anticipation and excitement. There is so much work, much of it very intense at times, that when the first day arrives, there is a feeling of exhilaration, but also anxiety. Will the busses run on time? Are the cafeterias ready to face the onslaught of students? Are our teachers prepared for the important work that will now take place?

I see a parallel with the arrival of, say, bow season for deer, or for those who fish for trout in the noted parks, early March. There is the work that needs to take place in preparation and then the thrill of the day finally arriving.

But here we are in the winter months. Teachers and students have settled into a rhythm. Yes, there are always those times where a curve is thrown – a winter storm or a blown boiler, a student discipline matter or a virus playing havoc with illness and attendance, but for the most part, the pace is steady.

Some people struggle with the winter months, but this is one of the best times to think and plan. It’s a time to take stock of where you are and what is coming over the horizon. It’s a time to prepare. So often we look at things from 10,000 feet, but this can be a time to inspect and assess things up close and determine what is working

and what needs improvement. Without digressing too much, this is the time for some personal and district-wide interim assessment. (Yes, I just worked that in!) At home I might spend part of my weekends or evenings thoroughly cleaning and oiling my guns, or I may go through and clean out my tackle box and put new line on my reels. These are things I do during the season as well, but now there is no rush and I can give everything the full detail job.

In the schools and at the central office, this can be a time to meet with staff and get their thoughts on what initiatives and programs are working well and where we may need to make improvements. We can have conversations with our fellow administrators and principals to get a deeper understanding of the work they are doing and ferret out those areas where they may need assistance.

We live in a beautiful state, and I might suggest that if you’re suffering a little cabin fever, getting out and walking the countryside (or a city park) can give you a different perspective of your surroundings. The trees are skeletons of their summer selves and there’s that distinct crunch-crunch-crunch of

walking on ice or snow-covered earth. Taking a walk through your schools during the doldrums of winter can also offer a fresh perspective. It is during this time that you can observe the new teacher starting to find their way, and the savvy veteran keeping their students focused. It’s also a good time to swing by the maintenance shed and the bus barn to let those folks know that their work is appreciated.

By the time my friends and colleagues read this it will be March. We’ve already had some nice weather and hopefully more is on the way. Soon we’ll come together for the Annual Spring Conference and have a chance to share what we’ve been experiencing at home in our districts and learn from our peers and others how to help our schools find greater successes.

I look forward to spending time with my MASA family at this year’s conference, but if the crappie are spawning, let’s hang around Friday afternoon and throw a line in!

