

Inside MOSIP:
Our approach to safety, liquidity, and yield

pfm asset management

The Missouri Securities Investment Program (MOSIP or the Program) is a professionally managed local government investment pool (LGIP). It offers Missouri school districts an option to invest idle funds. The primary objectives of the MOSIP Liquid Series (the Liquid Series) are to provide safety, liquidity, and yield:

- Safety of principal by maintaining a stable \$1.00 net asset value
- Daily liquidity so that you have access to your funds as needed
- Incremental yield (after the first two objectives are met)

MOSIP's investment advisor, PFM Asset Management (PFMAM), and its Board of Trustees have a fiduciary responsibility to act in the best interest of its investors. Its investments are designed to comply with Missouri law. PFMAM has more than 40 years of experience managing LGIPs.

Safety of principal
Investors should be confident in the safety and liquidity of public funds in

good times and, especially, during an economic or financial crisis. MOSIP's Board and investment advisor, PFMAM, established investment and operating policies that are designed to allow the Liquid Series to meet a primary objective of maintaining a stable net asset value (NAV) of \$1.00 per share.

Liquidity of funds
Having the correct amount of liquidity means having access to funds when needed. And because the Liquid Series is a cash-management vehicle, those needs often translate to same-day access to funds. Funds are easily accessible via Connect, a convenient online portal.

Seeking a competitive yield
MOSIP seeks to earn a competitive yield to aid school districts in growing their funds. The Liquid Portfolio invests in high-quality commercial paper, U.S. Treasuries, and Federal Agencies, allowing investors the opportunity to optimize interest earnings without compromising safety of principal and daily liquidity. To learn more about the Program, please contact Trish Oppeau

directly at 314-619-1792 / oppeaut@pfmam.com or Nick Kenny at 573-234-0814 / kennyn@pfmam.com. You can also call MOSIP's Client Services Group (CSG) at 1-877-MY-MOSIP option 3 (1-877-696-6747).

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 an affiliate of PFM Asset Management LLC.

Women in Leadership Summit
As Strong As the Woman Next To Me



The 5th Annual MASA Women in Leadership Summit is scheduled for February 29 - March 1, 2024, at Margaritaville (Lake Ozark). The theme for this year's Summit is *As Strong as the Woman Next to Me*.

The Summit begins at 2:00 p.m. on February 29 and concludes by 2:30 p.m. on March 1. There will be a wide variety of speakers focusing how women can work together to learn, lead, and lift each other up. Attendees will not want to miss the keynote speaker, Justine Froelker. Justine is an engaging speaker and educator. She is also one of less than 700 Certified Dare to Lead™ facilitators trained and certified by Dr. Brené Brown. Through her vulnerability and humor, Justine will invite those attending the Summit to embrace their whole stories. She will challenge women leaders to do the work to profoundly change our lives. Those who have participated in her speaking events stated that they easily connect with Justine and soak up her knowledge and experience. Justine covers a variety of topics including mental health, self-care, vulnerability and shame resilience, infertility, loss, faith, and leadership.

Two special sessions from School CEO, "What Teachers Want: Recruitment and Retention Ideas from the Private Sector," and "Who Speaks for Your Brand" promise to be informative and engaging. (These two sessions are sponsored by Apptegy.) In addition, Missouri Commissioner of Education, Dr. Margie Vandeven is returning once again to offer an important message to our attendees.

Participants can expect round-table discussions on selected topics and a fun trivia event. Other networking opportunities include regional Women in Leadership networks. Topics this year are determined by the regional networks with a simple focus on staying connected.

Conference registration includes a snack break Thursday afternoon and breakfast and lunch on Friday. The cost for this uplifting event is \$125.

Those not currently on the Women in Leadership email list, please send your contact information to Jamie Burkhart at jamie.burkhart@mcsa.org.

S MASA SPOTLIGHT
A Publication of the Missouri Association of School Administrators

September 2023



The MSBA Annual Conference in cooperation with MASA is the largest gathering of education leaders in Missouri. The conference features nationally-recognized speakers and nearly 100 sessions on a variety of timely topics.

This year's conference, which will be held November 2-4 at the Kansas City Convention Center, is filled with sessions on hot topics, innovations, and fresh ideas! You can choose from a wide variety of concurrent sessions to learn about best practices, legal issues, safety protocols, policies, board governance, and much more. You will also discover that you're not alone in wanting to improve your

district and can network face-to-face with like-minded people, experts, and important influencers. After the conference, you can return to your district with new ideas and approaches that will make you a more effective and efficient leader.

- Pre-Conference Events**
- FutureBuilders Golf Tournament – \$125
 - Board Secretary Workshop – \$150
 - Board President Workshop – \$50
 - CBM New Board Member Training – Free
 - Midwest School Safety Summit – \$299

Annual Conference Registration

- Conference – \$299
- 3rd General Session & Banquet – \$50

For more information or to register:
www.mosba.org

General Session Speakers

Sadie St. Lawrence is one of the foremost authorities on Artificial Intelligence. St. Lawrence will share insights into the impact of AI and Chat Bots.

John Quinones - ABC News Veteran. Combining a moving life story, an exceptional career, incomparable insights and a powerful presence, John Quinones has emerged as one of the most popular inspirational speakers in the world today.

Devin Henderson is a multi-talented powerhouse: known as an award-winning comedian and magician. Devin will present "Something Greater is Always Possible."

Future Dates for MASA

- Sept. 25: Bartow Golf Tournament.
- Oct. 5: Emeritus Reunion
- Nov. 1-4: MSBA Conference
- Nov. 7/8: Evaluating the Budget Workshop
- Jan. 26: Executive and Presidents Meeting
- Feb. 15-17: AASA Conference
- Mar. 20-22: MASA Spring Conference

MASA Gale Bartow Memorial Golf Tournament

The Annual MASA Bartow Memorial Golf Tournament will be held on Monday, September 25, at Redfield Golf Course in Eugene, Missouri.

Part of the fun of this event is in celebrating two past presidents. This year we will honor Dr. Terry Reid (1998-1999) and Mr. Eric Churchwell (2011-2012).



Terry Reid

Proceeds from the tournament benefit student scholarships in each of the MASA regions, as well as student scholarships in the Past President honorees' regions.

This tournament is a success, in part, because of the support of our sponsors, especially our grand sponsor for the day, Forrest T. Jones.



Eric Churchwell



As a national leader on a powerful platform, our team of experts leverage localized knowledge to deliver tailored solutions that meet your unique goals.

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Upcoming MASA Events

MASA/MoASBO: Evaluating The Budget November 7 or 8, 2023

MCSA Conference Center (MASA) & Online

MASA and MoASBO annually provide the "Evaluating the Budget" for those wishing to have a better understanding of developing and evaluating key areas of their district budget. The workshop includes discussion of current and future formula funding issues and advice on identifying potential problems in a district budget. Jason Hoffman, retired COO of the Jefferson City School District, along with representatives from MASA and DESE, will lead the sessions. To register, go to www.MASAonline.org and choose the "Access to MASA Membership Portal."

Emeritus Fall Reunion October 5, 2023

The statewide MASA Emeritus Fall Reunion will be held on Thursday, October 5, 2023, 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. Visit the Emeritus webpage at www.masaonline.org and verify your contact information and find an old friend. If you would like an invitation to join the Missouri Retired Superintendents Facebook page, please email communications@mcsa.org.



Forty Years of Change

By Doug Hayter, MASA Executive Director

business were closed on Sunday, and we only had three main TV channels (NBC, CBS, and ABC) to watch.

What about the changes in public education? We've seen a monumental increase in technology in the classroom, and now with the advent of artificial intelligence, it is moving to an unprecedented level. During my time as an educator, we have also experienced an unfortunate emphasis on standardized testing in public education.

And who would have predicted the surreal experience of Covid-19 and the subsequent political polarization that has ensued including the impact on education? There were times in past years where districts had so many teacher applications, they couldn't even adequately review them all, and now we are experiencing not just a teacher shortage, but a shortage in all education-related positions.

Some things, however, have not changed. Educators continue to work hard and make progress in educating every student. According to a study done by *Education Next*, researchers looked at 7 million tests taken by U.S. students born between 1954 and 2007. The results showed that math scores have increased by 95% of a standard deviation, or nearly four years' worth of learning; reading scores have increased by 20% of a standard deviation during that time. Educators also continue to love and take care of all our kids. And although we recognize the academic impact of the recent pandemic, educators continue to be diligent in working hard every day to bridge that gap. There is no question we do more for students in our public

During my childhood, I picked up our rotary telephone hanging on the wall and respectfully listened to see if any neighbors were on the line before commencing to make a call. My distant memory of a "party line" where we shared a telephone line with our neighbors is a recollection I still carry with me.

As we begin a new school year, my 40th in public education, the changes we have experienced both personally and professionally have been dramatic! I am sure we all associate with the adage, "The days go slow, but the years go fast." In this edition of the *MASA Spotlight*, allow me to reminisce and think about some of those changes.



I grew up north of Springfield in the small town of Walnut Grove. I was the oldest of five siblings on our thirty-acre farm and remember many things that have since passed us by, including the telephone party line mentioned above. There were no cell phones, not even in our wildest imagination! Vehicle mechanic work in the yard including changing the oil, replacing the brake pads or a water pump, was commonplace. For my family, random Sunday drives in the car, stopping by other people's homes to visit or them stopping by to see us was something we just did. Most places of

education system today than ever before. I have always been proud to be an educator and you should as well. Your influence is being felt every day by students you have served during your career. That is a legacy worth remembering and even as the years go by, it is one that will never change.



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Your Sphere of Influence

by Mike Lodewegen, MCSA Director of Advocacy



Public school superintendents play a pivotal role in shaping the educational landscape of their districts. Beyond the administrative duties, whether you realize it or not, you wield significant influence over policy decisions and resource allocations that directly impact students, teachers, and your communities. In an era marked by complex societal challenges and funding fears, the need for school leaders to become active in public policy discussions has become more essential than ever.

School leaders hold a unique understanding of the intricacies and challenges facing their districts. Adequate funding, policy reforms, and resource allocations are all impacted by the decisions made by policymakers at all levels of government. Failing to engage elected officials places your district's needs at risk of being overlooked or misunderstood, potentially leading to adverse consequences for students and educators.

Strategies for Effective Engagement:

Build Relationships: Developing positive relationships with local, state, and federal policymakers is crucial. Regular interactions,

open communication, and attempts at collaboration help create an environment where superintendents can articulate their district's needs effectively. Given that a few months have passed since the legislative session has ended and back to school activities have begun, this time of year offers a unique opportunity for school leaders to connect with legislators to showcase your district, discuss and policy proposals, and connect on a more personal level with their local lawmakers outside of the high stakes gauntlet of a legislative session.

Participate in Legislative Sessions:

It is important that school leaders stay up to date on the various proposals being considered by policy makers. This can be done by staying current on various updates that are provided from your professional organizations like our School Administrators Coalition (SAC) weekly legislative bulletin and the weekly MASA legislative video conferences. School leaders are

often presented with opportunities to provide direct feedback to lawmakers as bills are considered through fiscal note requests that are sent to you during the legislative process. We also suggest attending legislative sessions to observe and engage with policymakers firsthand. This experience can provide insights into the legislative process that can lead to more effective direct interaction.

Build and Utilize Your Sphere of Influence:

Engaging your community in support of district initiatives and the impact of policies on your district can be a powerful tool. Superintendents are well positioned to leverage their relationships to garner support from teachers, parents, and community members, which can subsequently influence policymakers to prioritize the needs of your district and community as they consider policy changes.

Our advocacy team in Jefferson City

is going to do everything in our power to ensure that you are informed of the bills and policies that are being considered at the Capitol. All politics are local and the story of your district must be told. As we look at the various policies surrounding school choice, school funding (both at the state and local level), MSIP, MAP testing, school calendar, and a multitude of other school-related legislation, the involvement of school leaders and those that support your school district and community is an imperative component to the dynamic challenges facing education today.

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 value quality public education.

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.



We Need Your Photo!

Each year MASA creates a photo directory of its members. Some members opted for a new professional photo with Inter-State at the DESE Conference in August. Please send us your professional headshot. It can be a photo taken at your schools by Inter-State, Wagner Portrait Group, or LifeTouch, or it can be a photo you had taken elsewhere. Please send to david.luther@mcsa.org.



MASA President's Report

Focusing on Happiness and Joy

by Jenny Ulrich, Superintendent, Lonedell School District

Although it is now September and school is in full swing, as I am preparing this article for publication, it is August, and our district just hosted Open House. I included a picture of myself standing at the photo booth where our students had the opportunity to take a picture with friends and family as they visited school, reunited with classmates, dropped off supplies and met their teachers. With Open House always comes this amazing energy and excitement. It leaves us happy, energized and feeling full of hope for the year ahead. There is nothing quite like kicking off a school year with your students, staff, and community!

I have often wished I could bottle those feelings because as leaders, we all know that the days ahead will certainly be filled with many more amazing moments and wonderful times, but we will also have our fair share of adversity and hard days. There are times it is easy to fall into a negative mindset and focus on the adversities versus the opportunities. This summer at the DESE Cooperative Conference for School Administrators we had the honor of learning from Michelle Gielan who happens to be a researcher focused on happiness. She reminded us about the power of positivity and happiness. She shared strategies we can use to increase our focus on happiness and joy. One of the strategies she shared was to take time to reflect on at least three things each day we are grateful for, and with that in mind, here are three things I would like to share that I am grateful for regarding education and Missouri.

First, the **Success Ready Student Network** and the approval of the Innovation Waiver by the State Board of Education. The collaborative work being done



in our state within this group in partnership with DESE has been amazing. There is a laser focus on expanding real-world learning opportunities across all of our state and creating a more personalized learning experience for students. The approval of the waiver request allows our state to explore new ways of looking at accountability and assessment. A new door has just opened, and I am excited to see what is on the other side and where this journey will lead.

Secondly, I am grateful for **MASA**. This organization has been paramount in my success as a school superintendent, and I am sure many of you can say the same. The network, the experience, the collegiality, the diversity, the support and the commitment of this organization and its members is second to none. As I see many new faces and names taking their first position in central office or as

superintendent, I am immensely proud in knowing MASA has a person, a program, an offering, or a resource to offer and support members. Watching the number of offerings and support programs multiply in this organization year after year has been amazing. Knowing firsthand there are resources for all of us (new and veteran alike) brings such a sense of collaboration, which morphs into a sense of calm and confidence. MASA is truly a blessing to our state and to our profession.

Last, but not least, I am grateful for **DESE**. I could not count on all my fingers and toes the amount of times within a school year I put in a call or email to someone at DESE asking for assistance, guidance, or advice. We have wonderful people who work at DESE who care about our students and our districts and who are partners in our work. I greatly appreciate the fact there are people in the department who I know I could call on at a moment's notice, and who would jump in and help me problem solve or understand a situation. It offers peace of mind knowing there is a team of people willing to assist us as we provide the best educational experience that we can for our students while also staying compliant with state and federal laws.

Missouri is lucky to have each of these organizations in our state. We are fortunate to be in positions we can serve our staff, students, and families. We have the opportunity to impact our students for a lifetime -- a profound and formidable thought. I am grateful for the opportunity to serve alongside each of you in our state and I thank you for all that you do. May the 2023-24 school year be your best year yet!