

## Tips for Developing Strong Passwords



Establishing a strong password is an important safeguard for your data, especially when many data breaches result from weak or stolen passwords. Below are some best practices that can help increase the strength of your login credentials.

### Tips for developing strong passwords:

- The longer, the better. Longer passwords make it more difficult for hackers to guess login credentials. Make your password somewhere between eight and 64 characters but not so long that you cannot remember it.
- Do not repeat. Establish unique passwords for different online accounts. If your login credentials ever become compromised, having a unique password for the affected account can help to isolate the incident.
- Do not use personal information. High school, street name, pet's name, birthday, etc. are all examples of commonly found information that should be avoided in passwords.
- Keep your passwords a secret. Do not write your passwords down, and

if you absolutely need to, ensure they are kept in a safe and secure place, not under your keyboard or attached to your monitor.

- Use a "passphrase." A passphrase is a sequence of words or text that you can easily remember. For example, mygraydoglikesfrogs. Passphrases can be more challenging for hackers to crack.
- Use a mix of upper and lowercase letters, numbers and special characters. Using a good mix of characters in your passwords makes it more challenging for password-guessing software to figure out your password.
- Always use multi-factor authentication when available. Though it is not fool-proof, this extra step greatly decreases the chance of your information being compromised and helps to ensure only authorized individuals are accessing your online accounts.

If you have questions or would like additional information on the security measures we implement to help protect against cybersecurity attacks, please contact Trish Oppeau directly at 314.619.1792 / oppeaut@pfm.com or Jason Glidden at 816.642.8552 / gliddenj@pfm.com.

## Placing Emphasis on Smaller School Districts

*Scott Kimble, Director of Legislative Advocacy*

In recent years, MASA has received comments from several members of our smaller school districts requesting that we place a greater emphasis on their needs. Those comments have varied in subject matter, including a desire to have a greater voice in decision-making; a wish to place more emphasis on legislation that impacts their districts, and a push for additional funding for their schools. Additionally, there has been a goal to build upon our relationship with MARE. Much work has gone into developing that

relationship and we are happy to say that MASA and MARE's relationship is strong. However, we must continue to seek out ways to work with MARE and other associations to meet the needs of smaller school districts.

In an effort to meet this challenge, MASA is now partnering with MARE to form a new Small Schools Committee. The Committee will not be referred to as the MASA Small Schools Committee or the MARE Small Schools Committee. It will simply be the Small Schools Committee. Both MASA and MARE are currently in the process of selecting members to be a part of this

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**MISSION**  
Develop and support effective public school leaders who positively impact the lives of Missouri students.

**VISION**  
We envision innovative, future-focused leaders for every public school student.

**BELIEFS**  
Public education is the cornerstone of the success of our state and nation.

Leadership development impacts student success.

Maximizing student success requires a broad network of allies committed to strengthening public education.

Membership engagement is vital to the success of our mission.

## Upcoming Workshops

### Lead•Develop•Support

MASA is pleased to provide our Lead - Develop - Support (LDS) professional development workshops. MASA is in the process of setting dates and locations. We will provide more information via email soon!

### Special Education & Section 504: Avoiding Legal Jeopardy

*Mickes O'Toole LLC*

### Enrollment, Residency, Homelessness & Custody

*Tueth Keeney Cooper Mohan & Jackstadt PC*

### Student Discipline: From the Building to the Board and Beyond

*EdCounsel LLC*

### Student Free Speech Issues: Social Media, Student Walkouts, and Threats of Violence

*Guin Mundorf LLC*

### Communication Workshops

MASA will provide your district guidance in developing the framework of a plan that will help you address big and small communication and PR issues.

We'll work through the process of researching, planning, implementing and evaluating your communication efforts. Time will also be spent discussing your district's key messages and how to make sure they are being heard by the different audiences you serve.

Great school districts know how to effectively communicate. Let's get started!

**There is no charge for the workshop.**

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## MSBA/MASA Annual Conference Set for September 26-29

*Outstanding keynote speakers and more than 120 breakout sessions*

The 2019 MSBA Annual Conference held in cooperation with MASA provides a unique opportunity for superintendents and school board members to renew their commitment to providing children with a quality education.

The conference is set for September 26-29 at the Lake of the Ozarks and it is not too late to register. The conference once again features more than 120 concurrent sessions on a wide range of topics of interest to superintendents and school board members. In many cases, sessions are presented by leaders from local school districts throughout the state.

The First General Session includes keynotist Dr. Donyall Dickey. Dr. Dickey is a nationally recognized authority on curriculum, instruction, organizational development and administration of schools. His work led to significant student achievement gains as a Regional Superintendent of Schools in Philadelphia where he managed a diverse network of 33 schools.

The Second General Session will include a presentation by acclaimed bestselling author Wes Moore who will share his personal story of overcoming adversity through education, embracing personal responsibility and emerging as an inspirational leader. He is a decorated combat veteran and the chief executive officer of The Robin Hood Foundation, one of the nation's largest foundations with a focus on alleviating poverty.

The Saturday night banquet will include the naming of the 2020



*Donyall Dickey*

*Wes Moore*

Superintendent of the Year. The MASA Business Meeting will be held Friday, September 27. Location to be announced.

**For more information or to register, go to <https://www.mosba.org>**

## MASA Bartow Memorial Golf Tournament: Still Time to Register!



There is still time to register for the MASA Gale Bartow Memorial Golf Tournament to be held Monday, September 16 at the beautiful Lake Valley Country Club.

This year we will honor former MASA Presidents, Paul James and Aaron Zalis.

Tee-off for the shot gun start is 12 noon. This is a four-person scramble. Cost is \$80 per person (includes green fees, cart, and meal following the tournament). Prizes for the top three teams in three flights!

All current and retired superintendents and administrators are invited to participate in this great afternoon of golf.

Register at the [www.masaonline.org](http://www.masaonline.org) website (the link is on the home page).

# A New School Year

## Stay the Course & Keep Children First



Doug Hayter, MASA Executive Director

Greetings and best wishes from everyone at MASA as the 2019-2020 school year begins. One of the neat things about the school year is that each one brings a new and fresh starting point, with renewed enthusiasm and energy. It is one of the unique things about the institution of the public school.

While we experience a new beginning with each school year, we also know that there is continual work in the field of education. In the past month, Governor Parson has laid out two priority educational issues: school safety and improving teacher pay.

With the recent tragic events we have experienced across the country, the objective of keeping our children safe each day is undoubtedly on the minds of every MASA member. From contemplating physical safety resources to providing comprehensive student services, this continues to be a primary consideration for every school leader. Coming this November 17-18 is the *School Wellness Symposium: Building Bridges Together* led by the Missouri Association of Secondary School Principals (MoASSP). Our colleagues in MoASSP have been working with mental health professionals for several years developing an excellent network that is beneficial to all of us in education. The symposium will be held at the Holiday Inn Executive Center in Columbia and should be an informative and timely conference. Learn more by going to [www.moassp.org](http://www.moassp.org) and looking

under the “Events” tab.

The second issue is the Governor’s challenge to increase teacher pay in Missouri. In a recent survey conducted by DESE which included a number of education groups across the state, there was universal agreement on a need to increase teacher pay. Recent trends show the number of students in teacher education programs has dropped and the number of potential retirees is growing. What is the actual goal? How do we get there? Are there other considerations other than salary to contemplate? These are all questions we need to collectively answer as a state if we have any chance to achieve this most worthwhile goal. MASA will continue to work hard to be a key voice as this dialogue toward a solution moves forward.

Beyond the work at the Governor’s Office, we continue to see progress on the development of the standards for the Missouri School Improvement Program (MSIP 6). Hopefully, many of you provided feedback where comments were warranted during the month of August. Personally, I appreciate the listening ear of Commissioner Vandeven and her staff regarding MASA’s Accreditation & Assessment Task Force recommendations as key parts of the proposed plan. Also, the commitment to deemphasize individual district comparisons of Annual Performance Report (APR) scores across the state is a step in the right direction. Data analysis is an integral part of success in any organization but must be kept in the proper context of what constitutes student success. I believe we have helped move that needle in a positive direction.

MASA continues to work hard to develop programs and initiatives to assist you with being the best school district leader you can be. We have placed additional emphasis on assistance for beginning and early-career superintendents; and we continue our work to serve our experienced leaders with the Transformational Leadership Task Force directed by Dr. Sarah Riss. Our goal is to have more advanced

leadership opportunities in place for the 2020-2021 school year.

On a personal note, let me express my sincere appreciation to so many of you who extended your thoughts, prayers, and well wishes to our family during the loss of my Mother over the summer. It is a good reminder to all of us to take time to keep priority and balance in our daily lives. Time passes quickly and it is easy to overlook the daily things that make life what it is. As you lead your districts this year, my encouragement is to maintain that personal balance that is so crucial to you and your district’s success.

We are all fortunate to have a part in shaping a better future for the approximately 900,000 public school children in our state. Stay the course, keep children first, and have a great 2019-2020 school year.



### Contact MASA

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# Leadership Summit

The 2019 MoASBO/MASA Leadership Summit is set for November 3-5 at the Lodge of Four Seasons, Lake Ozark, Missouri. This is the second year for the joint Summit and organizers believe that attendees will be excited with the many professional development opportunities.

Doug Hayter, MASA Executive Director, said, “We started work on the 2019 Leadership Summit several months ago. We listened to those who attended last year both in group discussions and through the online survey and we have made adjustments that we think will be very popular.”

Experts in their respective fields will present more than 30 breakout sessions in the areas of school finance, school law, curriculum & instruction, communications, leadership, technology, mental health, workforce development, human resources and more. Organizers have made an effort to bring both innovative education leaders and authorities from outside of education from whom we can all learn.

Unlike in the past, there will be no sessions on Sunday, November 3, However, ForeCast5 will host a casual reception held Sunday evening from 6:00 - 8:00 p.m. for those who come in early.

Monday, November 4, the Summit will be in full swing with breakfast being served followed by breakout sessions throughout the morning and part of the afternoon.

Our Monday Lunch keynote speaker is Dr. Jon Landis, a member of Apple’s International Education team, who work with school leaders to leverage technology to transform learning. Dr. Landis will share his insights into how digital learning experiences and mobile devices are changing the education landscape.



Monday Keynote  
Dr. Jon Landis

Attendees will explore the role of visionary leadership in supporting school transformation and see how new learning resources support emerging trends in education.

Monday afternoon will include the popular “Summit Roundtables” where participants learn and share innovative and best practices on a variety of educational topics.

### McKinstry Innovation Awards

**Deadline: December 12, 2019**

The Missouri Association of School Administrators and McKinstry are collaborating to provide two \$1,250 awards for creative, dynamic, educational practices that have a powerful impact on student and/or staff learning and motivation. The purpose of this award is to support worthwhile innovative programs, processes and/or projects. One award will be selected for smaller school districts and one award will go to a mid-to-large district annually. Winners will be announced at the MASA Spring Conference.

Congratulations to this year’s recipients of the MASA and McKinstry Innovation Award. The recipient of the McKinstry

## MoASBO / MASA Fall Leadership Summit

November 3-5  
Lodge of Four Seasons

American Fidelity will host the Monday evening reception.

Tuesday, November 5, will begin with breakfast followed by breakout sessions throughout the morning.

Registration for the Leadership Summit is \$200.

Premier sponsors for the summit include:

American Fidelity  
EdCounsel LLC  
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### Registration

Visit [www.MASAonline.org](http://www.MASAonline.org) and find the registration link under “Conferences and Workshops / Leadership Summit.”

**Hotel reservation information will be made available via email prior to the end of September.**

## MASA President’s Report It Takes a Village

Mark S. Penny, Superintendent, Lincoln County R-III (Troy)



these groups are already supporting your district in some way. Invite them in for a discussion on how you can expand your relationship. Reach out to civic organizations and churches; they will have a good pulse on different segments of your community and will be a good resource for families in need, and in times of crisis. Get to know health care providers, including mental and behavioral, in your area. There will be plenty of opportunities to partner with these professionals for the benefit of your staff and students. Make sure your employees know who they are and how to reach them or refer co-workers, families, and students to them.

### When is the right time?

Now. Don’t delay! Regardless of whether you already have strong relationships, you’re just starting out, or you need to re-energize a past partnership, it’s always a good time to reach out. It’s essential to keep the conversation going; consistency is key. Your community needs to know that you are supporting them year-round so that they can reciprocate.

### What do they need to know?

The axiom “Tell your story or someone else will” is so true. Your district has a great story. Tell it! Parents want to know that their child is getting a world-class education. Businesses want to know that we are building a well-trained workforce that meets the needs of the local economy. Taxpayers want to be assured that we are fiscally responsible with their hard-earned tax dollars. Tell them, bring students in to show them, and tell them again. Don’t let them forget.

### Who benefits?

This is a win-win. Your students and employees will be the direct benefactors of your investment. The time and effort spent nurturing these relationships will be returned to your schools ten-fold. In times of financial need, student or staff

crisis, for support of new curricular programs, for sponsors and fans of extra and co-curricular activities and athletics, and so much more, your community will be able to stand behind you because they know what they will be standing for. But, as mentioned earlier, this isn’t a one-way street. Through the support of our community, we are better equipped to produce college and career ready students that meet the needs of our local workforce. Students that want to live, work, and play in their home communities.

Partnering with your community can be challenging, but highly rewarding. What are ways you might tap into the resources in your community or build on those already established? As president of our association, I appreciate the work that you do to set the tone and make your “village” the best it can be for each student.

### MASA Executive Committee

President.....Mark Penny  
President-Elect ..... Susan Crooks  
Secretary ..... Curtis Cain  
Treasurer .....Brad Swofford  
Past President ..... Ken Eaton

### District Representatives

Northwest..... Roger Schmitz  
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West Central .....Jamie Burkhart  
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South Central ..... Kyle Kruse  
Southeast ..... Chris Wilson  
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