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# Spring Conference Program

March 24-26, 2021  
Lodge of Four Seasons  
Lake Ozark, Missouri

***LEAD • DEVELOP • SUPPORT***

# *Welcome to the MASA and MOSPRA Spring Conference!*

## **Wednesday, March 24 Schedule**

### **Registration**

*Registration begins at 8:00 am and continues until 6:00 pm in the Registration Area of The Lodge of Four Seasons (just off the main lobby).*

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## **Wednesday Pre-Conference Session**

### **Aspiring Superintendent Workshop**

**8:30 am to 1:30 pm Seachase**

*Presenters: Kelly Hinshaw, Doug Hayter and Sarah Riss, MASA; Duane Martin and Jim Hinson, EdCounsel; Paul James, Missouri School Boards' Association; Paul Ricker, Missouri Association of Rural Educators; and a panel of active superintendents.*

This workshop is for those aspiring to the superintendency and will include presentations on the job expectations of the superintendent; contract issues; and the superintendent application and interview process.

**Be sure to download the MASA and MOSPRA apps for  
the calendar-ready conference schedule.**

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**Join the conference Twitter conversation: #SuPR21**

# Wednesday Opening General Session

2:30 pm - Granada A/B/C

## ***“School Funding Myths and Realities: Show Me State Edition”***



### **Keynote Speaker: Dr. Bruce Baker**

What does current research tell us about the how and why of equitable and adequate financing and its affect on short and long term student outcomes? What are the latest trends on school spending, staffing ratios, competitiveness of teacher wages and administrative spending? Bruce

Baker will dive into these areas and much more, including a closer look at how Missouri School Districts fit into the national picture. Dr. Baker will provide keen insights delivered with his often wry sense of humor.

*Bruce Baker is a Professor in the Graduate School of Education at Rutgers University in New Brunswick, NJ. His work focuses on school finance, the economics of education and teacher labor markets. He is the author of “Educational Inequality and School Finance: Why Money Matters for America’s Students.”*

## Wednesday Breakout Sessions

### **Best Practices in Virtual Course Processes and Policies**

**4:00– 5:00 pm**

**Lookout**

*Nicole Lemmon, Springfield Public Schools*

As your district begins to offer more virtual courses, what are the processes and policies that need to be considered? What monitoring systems need to be in place? How do you ensure accurate reporting? We’ll focus on systems district leaders need to consider when reviewing current practice and future policies.

### **Trauma-Informed Schools, Social Emotional Learning & School Mental Health**

**4:00– 5:00 pm**

**Marbella B**

*Rene Yoesel and Chrissy Bashore, DESE*

As schools are faced with even more challenges as they adapt to the changes created by COVID-19, there is a unique opportunity to provide additional guidance documents, learning opportunities, and engagement strategies in the area of social emotional learning and trauma informed care. This session will provide information and updates on DESE’s REACH4MO initiative regarding social emotional learning and trauma informed care trainings, team supports, critical incident debriefings, peer led support groups for staff and resources during a crisis.

## **SESSION TO BE ANNOUNCED**

**4:00– 5:00 pm**

**Valencia A & B**

### **Dr. Bruce Baker: Follow-up to Keynote**

**4:00– 5:00 pm**

**Granada A**

*Bruce Baker, Rutgers University*

Directly following his keynote talk on Wednesday, Dr. Baker will stay to discuss key finance issues facing school districts both nationally and in Missouri. This will be a great opportunity for participants to pose questions and get insights into the financial challenges faced locally and nationally.

### **Keep Calm and Call the PR Pro**

**4:00– 5:00 pm**

**Marbella A**

*Kelly Wachel, Ray Weikal, Bill Thornton, Kansas City Public Schools*

Join two public relations professionals and their legal team to talk through crisis communication plans. Whether it's working through social justice ideals, personnel matters or performance and innovation initiatives, we'll host table top discussions and scenario-based run-throughs of crisis communications. From making good, tight internal decisions to the process of forming communication plans for internal and external audiences, this session will reinforce the importance of calm, unflappable steadiness in the face of a storm.

### **Video, Mailers, Emails, Texts, and Apps (and social media too): Effective Communication and Promotion To Your Community**

**4:00– 5:00 pm**

**Escollo**

**Zac Rantz, Tom Schultheis & Daniel Ortega, Nixa**

Reaching your community should be a multi-method approach based upon your demographic data and surveys. Learn how to take this data, apply it to your community, and use various communication tools reach all members of your district and learning how to pivot as needed to keep effective communication happening.



## Dialogue with the Commissioner

5:00 pm - 6:00 pm Marbella A & B

*Dr. Margie Vandeven,  
Missouri  
Commissioner of Education*

Join the Commissioner of Education in a dialogue about issues that are impacting Missouri's public school districts.



Join the  
conference  
Twitter  
conversation:  
**#SuPR21**



[www.masaonline.org](http://www.masaonline.org)

[www.mospra.org](http://www.mospra.org)



## **MOSPRA New Member & Colleague Connections Reception**

(To Be Determined)

*Sponsor: Benchmark*

## **MOSPRA Reception/Awards Banquet**

6:00 pm - Marbella B

*Reception Sponsor: Introda/SchoolMessenger Solutions*

*Banquet Sponsor: Blackboard*

MOSPRA will present their Professional of the Year, the New Professional of the Year, the Distinguished Service Awards and the MOSPRA Spirit Award. MOSPRA will also recognize the work of this year's Executive Board.

## **MOSPRA Reception for Honorees**

*Directly after the banquet -- Marbella A*

*Sponsored by Blackboard & Benchmark One*



## **MASA Awards Banquet**

6:30 pm - Dinner - Granada A/B/C

**Sponsors**

*Tueth Keeney Cooper Mohan & Jackstadt PC*

*The Horace Mann Companies*

MASA will honor retiring educators, emeritus educators, those who have served 25 years as an administrator and outstanding beginning superintendents. Friends of Education awards will be presented and the annual MASA Pearce nominees and award winner will be announced.

## **MASA Reception**

Immediately Following Awards Banquet - Granada A/B/C

*Sponsored by United Health Care*

The dessert reception provides an opportunity for MASA members to offer their congratulations to all of the award winners and honorees.

# Thursday, March 25 Schedule

## Registration

Registration continues from  
7:00 am to 11:30 am in the Registration Area (just off the main lobby).

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**Visit the Exhibit Hall - 8:00 am - 4:00 pm**

## Grab & Go Breakfast

### Granada Hallway

Sponsored by ACI Boland Architects

*Prize Sign-Up TBA*

*Drawings will be held during the President's Reception.*

*(Must be present to win.)*



## Thursday 8:30 am - 9:30 am

### The Latest Winning Bond/Levy Election Strategies

**8:30 – 9:30 am**

**Marbella A**

*Stephanie Smith, Fort Osage School District; Ken DeSieghardt, Patron Insight*

Winning your next bond or levy election requires a good proposal, effective communication and ongoing engagement with patrons. You can't control the first part, but you can make a difference on parts two and three. This program will share with you the latest data on what works and what probably won't, and will offer you a starter "playbook," so that you are ready with an updated approach for your next election.

**DESE School Finance** *(This session will also be offered at 2:00 p.m.)*

**8:30 – 9:30 am**                      **Marbella B**

*Tammy Lehmen, David Tramel and Debra Clink, DESE*

This presentation will provide an overview of the Foundation Formula as well as discussing upcoming changes for the calendar and new financial reporting requirements starting July 1, 2021.

**Top Eight Employment Mistakes Your District Is Absolutely (Maybe) Making**

**8:30 – 9:30 am**                      **Valencia A & B**

*Natalie Hoernschemeyer, Mickes O'toole*

Employment Law remains the single greatest source of liability for school districts. Districts must be able to navigate a wide variety of ever-changing laws to meet the needs of staff while stretching every dollar. We'll discuss effective strategies to avoid the most common pitfalls facing districts today.

**Leadership Development Partners – Missouri's Leadership Development**

**8:30 – 9:30 am**                      **Escollo**

*Jim Masters, Missouri Department of Elementary and Secondary Education*

The Missouri Leadership Development System (MLDS) is nearing completion of its fourth year of implementation. Let us share where we have been and what we have learned. Then, it will be your turn. Tell us what we need to be thinking about as we look to the future of leadership learning in Missouri. This session will focus on superintendent feedback as an essential part of keeping the MLDS relevant to leadership practice.

**Contracts During a Crisis**

**8:30 – 9:30 am**                      **Seachase**

*Ryan Fry, Guin Mundorf, LLC*

In light of the times, many of our school districts are reviewing and revisiting our contracts. What options do we have if events beyond our control make the terms of the contract impossible or impracticable? How can we best address and avoid future disputes with our vendors? In this session we will discuss tips for smart contracting in this era of uncertainty.

**Using the Budget Process to Build Stakeholder Engagement**

**8:30 – 9:30 am**                      **Granada A**

*Jason Hoffman, Jefferson City School District*

The annual school district budget is the most important tool administrators have to equip students for a life time of success. Building leadership capacity in the budgeting process has never been more crucial. Ensuring transparency, trust, and two-way communication with stakeholders matters more than ever. To accomplish these goals, this session will provide useful strategies to communicate future budget challenges, concerns, and opportunities.



**Making the Call for Student Success - Phones Away During the Day**

**8:30 – 9:30 am**                      **Granada B/C**

*Dale Herl and Randy Maglinger, Independence School District*

The Independence School District implemented a new cell phone policy with great success. Students can only use cell phones before and after school and at lunch. Cell phones are not allowed during passing periods. Learn how the district made this sweeping change, created buy-in from students, staff and families and changed the culture at its high schools. This session will also explore Yondr pouches and their role in the successful implementation.

**RepMO Hero: Creating An Effective Employee Recognition Program to Supercharge Your Culture**

**8:30 – 9:30 am**                      **Theater**

*Josey McPhail & Matt Pierce, Republic School District*

Learn how Republic School District is recognizing employees for going above and beyond the call of duty through a strategic approach that gives ALL employees an opportunity to be part of the process. Each year over 80 employees are recognized, which includes both certified and classified team members! Hear how the district has used this recognition program to continue focusing on its culture, positive community image and stance that leadership is a choice, not a position.

**Humility, Honesty, Prudence, and Humor: Four Horsemen to prevent a Communication Apocalypse**

**8:30 – 9:30 am**                      **Granada B/C**

*Laura Nelson, School of the Osage School District*

When the superintendent is also the chief communications officer, having clear, consistent and cost-effective communication plan is valuable in theory, but sometimes harder for one person to pull off in reality. This session presents strategies for immediate use and offers examples of how humility, honesty, prudence and humor can be leveraged to ensure key words get to key people at key times.

**9:30 am - 10:15 am**  
**Time To Visit Exhibit Hall**  
*(Exhibits remain open until 4:00 pm)*

**Thursday 10:15 am - 11:15 am**

**DESE School Transportation**

**10:15 – 11:15 am**                      **Marbella A**

*Tammy Lehmen, David Tramel and Debra Clink, DESE*

This presentation will provide an overview of the financial actions related to transportation.

## Thursday 10:15 am - 11:15 am

### **ADA, FMLA, and Workers' Compensation in the Time of COVID (and its aftermath)**

**10:15 – 11:15 am**

**Valencia A & B**

*Celynda Brasher & Jenna Lakamp, Tueth Keeney Cooper Mohan & Jackstadt, P.C.*

This presentation will address the interplay between ADA, FMLA, and Workers' Compensation during (and especially after) COVID-19. We will analyze how the law has evolved as the result of COVID-19; examine new state and federal laws that are being considered and will likely be adopted by the date of the conference; and explore practical solutions to the new questions created by these laws. Participants will be encouraged to ask questions and share experiences.

### **Four-day School Week with RTI on the 5th Day!**

**10:15 – 11:15 am**      **Escollo**

*Sarah Wisdom, New Bloomfield R-III*

Come learn how New Bloomfield R-III is implementing four-day school week with an RTI model on the 5th day. We host sixteen Monday Academy days throughout the school year to provide struggling students the opportunity to get 96 hours of remediation!

### **They Posted WHAT????**

**10:15 – 11:15 am**

**Seachase**

*Jessica Bernard and Ryan Fry, Guin Mundorf, LLC.*

Complaints, rumors and untruths posted on social media plague many districts. Whether the author is a student, parent, or community member, the impact on your school and community can be quite significant. This session will explore how best to respond to unruly parents, staff or community members who utilize social media to voice their concerns about your district.

### **Under Pressure (Legal)**

**10:15 – 11:15 am**

**Theater**

*Emily Omohundro and Duane Martin, Edcounsel, LLC*

Mental health issues among staff members are becoming increasingly more common, presenting many legal questions about leave, accommodations, and safety concerns. This session will focus on what the law requires when these matters arise and how to navigate these situations with staff members in the best ways to reduce liability.

### **Making Your Content Work Harder for You**

**10:15 – 11:15 am**

**Lookout**

*Aurora Meyer, Columbia Public Schools*

Learn how to conquer your fear of content calendars and make them work for you by using content more effectively and use branding, social media and content strategy to achieve your desired outcomes. Walk away with "fill-in-the-blank"-style templates and actionable tips.

**SPECIAL NOTE:  
IN ORDER TO MAINTAIN SOCIAL  
DISTANCING, WE WILL RUN A/B LUNCH  
AND KEYNOTE SESSIONS**

**Thursday Luncheon  
Granada A/B/C  
Group A: 11:15 am - 12:00 noon  
Group B: 12:15 - 1:00 p.m.**

*Luncheon Sponsored by:  
L. J. Hart & Company  
EdCounsel LLC*

Missouri Superintendents' Academy  
MOSPRA Administrator of the Year

**Thursday Keynote: Sean Covell  
Marbella A & B  
Group B: 11:15 am - 12:15 noon  
Group A: 12:30 - 1:30 p.m.**

*Luncheon Sponsored by:  
L. J. Hart & Company  
EdCounsel LLC*

**Time to Visit Vendors  
Exhibit Hall  
Group A: 12:00 - 12:30 P.M.  
Group B: 1:00 - 1:30 p.m.**

**Thursday Keynote: Sean Covell**  
**Marbella A & B**  
**Group B: 11:15 am - 12:15 noon**  
**Group A: 12:30 - 1:30 p.m.**



**Sean Covell**

***The Word that Shapes Our World***

So here's the thing; your mind is a computer, pure and simple. And a computer has only one function: to answer questions. The questions you ask your mind result in answers that shape the way you see the world and how you interact in it. When you consider what questions others are asking themselves, you unlock the key to creating deep connections, find opportunities to collaborate on building great things, and gain a powerful tool to redirect the lives of students and community members who are all but defeated in many aspects of their lives.

The most powerful questions you can ask yourself rely on one single word. It is a word that, more than any other, has shaped the entire modern world... And it is a word you already use each and every day.

*Sean Covell is a Los Angeles-based Film and Television Producer who grew up in a town of 500 in the Black Hills of South Dakota. He has produced one dozen films, including the iconic independent film, "Napoleon Dynamite." Covell's films have won multiple awards, generated over one-quarter-billion dollars in revenue, and gotten nerds prom dates around the globe.*

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# Thursday 2:00 pm to 3:00 pm

## **The Hallsville Story: Design & Construction Success for Rural School Districts Using CMAR**

**2:00 – 3:00 pm**

**Marbella A**

*John Downs, Hallsville School District and representatives from S.M. Wilson*

Hallsville School District recently completed the design and construction of a \$7.2M bond issue building program in which the District implemented Construction Management at Risk (CMAR) - a delivery method recently added to Missouri State Statute for public school districts. By selecting the right design and construction team, Hallsville successfully managed the building program to be built on time, under budget, and even added more scope than anticipated. The project team will present best practices and lessons learned for the CMAR delivery method. Topics may include: Design Phase Collaboration, Target Value Delivery, Selecting the Best Delivery Method for your Bond Issue, Schedule and Budget Efficiencies, Community Outreach through Construction, Student Safety, Security and Engagement through Construction, and more.

**DESE School Finance** *(This session will also be offered at 8:30 a.m.)*

**8:30 – 9:30 am**

**Marbella B**

*Tammy Lehmen, David Tramel and Debra Clink, DESE*

This presentation will provide an overview of the Foundation Formula and Transportation payments as well as discuss upcoming changes for the calendar and new financial reporting requirements starting July 1, 2021.

## **Educating Virtually: Update on legal obligations, requirements, and litigation**

**2:00 – 3:00 pm**

**Valencia A & B**

*Drew Marriot, Edcounsel, LLC*

This presentation will provide an update on legal requirements and litigation related to virtually educating students in Missouri. Whether virtually educating students through a district's own programs, through a MOCAP provider, or pursuant to an agreement with a vendor, districts are required to navigate a number of legal requirements. Coupling those legal requirements with the realities and difficulties of student disengagement, issues with vendors, and tracking student progress and success, only couples potential legal pitfalls. This presentation will provide legal updates on guidance from state agencies and also Missouri litigation related to virtual education processes and requirements.

## **Supporting LGBT Administrators, Teachers, and Students in MO Public Schools**

**2:00 – 3:00 pm**

**Escollo**

*Sen. Greg Razer, Missouri Senate*

Those who attend this session will hear the first-hand story of a closeted teenager growing up in a small town in southeastern Missouri. Sen. Greg Razer (7th District, Kansas City), will share his personal story as well as discuss legislative and policy possibilities that could assist LGBT members of any school community.

## **MOSIP Special Help Session**

**2:00 - 3:00 pm**

**Executive Board Room**

MOSIP representatives will be on hand to assist you with effective tools for meeting your district's cash flow and investment needs.

**Title IX Regulations: Biden Administration Update**

**2:00 – 3:00 pm Seachase**

*Margaret Hesse, Tueth Keeney Cooper Mohan & Jackstadt, P.C.*

The U.S. Department of Education issued new regulations effective in August, 2020. Attend this session to receive updates on the regulations and enforcement under the new Biden Administration.

**Accountability Update (DESE)**

**2:00 – 3:00 pm Granada A**

*Chris Neale, DESE*

We will cover the most current information for the Missouri School Improvement Program and ESSA.

**Equity at the Forefront: Strategic Deployment during Uncertain Times**

**3:30 - 4:30 pm Lookout**

*Yvania Garcia-Pusateri, John Jungmann, Nicole Holt and Lawrence Anderson, Springfield Public Schools*

Springfield Public Schools is not unlike other school districts who were impacted and challenged by Covid-19. But because of its commitment to innovation, learning continued. Similarly, the district remained committed to equity and diversity and took an active stand to keep equity at its forefront with the adoption of a new area to its strategic plan. In the midst of uncertain times, the district progressed forward towards a future for change.

**Distance Learning in a Rural School 101**

**3:30 - 4:30 pm Granada B/C**

*Health Oates and Theresa Christian, El Dorado Springs R-2 Schools*

COVID-19 was the change agent for so many schools across the nation in 2020! Here is one rural Missouri school's journey to 1:1 Technology, providing equitable internet access for students, and moving forward with technology integration for the future. El Dorado Springs R-2 Schools leveraged leadership teams, financial resources, and capital resources to provide for student learning in an ever-changing environment. Diversity and took an active stand to keep equity at its forefront with the adoption of a new area to its strategic plan. In the midst of uncertain times, the district progressed forward towards a future for change.

**Time to Visit Exhibit Hall &  
Refreshment Break**

**3:00 pm - 3:30 pm**

*Sponsored By Scott Rice Education Solutions*

# Thursday 3:30 pm to 4:30 pm

## Special Roundtable Discussions

MASA and MOSPRA survey results make it clear that members want the opportunity to hear and share what is working (and what isn't) in school districts. These roundtables will be facilitated by knowledgeable leaders in their respective fields, but it really about "the discussion." Come prepared to interact with other school leaders in the area of your choice.

### **Leadership: Organizational Knowledge, Using Data, Setting Personal and District Expectations, and more!**

**3:30 - 4:30 pm** Granada B/c

*MASA Executive Director, Doug Hayter, and a panel of school leaders.*

### **School Communications, Public Relations, Marketing and more!**

**3:30 - 4:30 pm** Valencia A/B

*MOSPRA President Kelly Wachel and other school communication leaders.*

### **Legal Issues and Public Education**

**3:30 - 4:30 pm** Marbella A/B

*Natalie Hoernschemeyer, Mickes O'Toole, LLC, and other legal experts and school leaders.*

### **Facilities**

**3:30 - 4:30 pm** Escollo

*MASA Director of Leader Development, Kelly Hinshaw, and a panel of facilities experts.*

### **Women in Leadership**

**3:30 - 4:30 pm** Granada A

*MASA President, Susan Crooks; MASA Missouri Superintendent Academy's Director, Sarah Riss; and a panel of school leaders*

<b>Mentoring Committee Meeting</b>
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<b>4:30 - 5:30</b> Executive Board Room
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# **Thursday Evening President's Reception**

**Granada A/B/C - 5:30 pm - 7:00 pm**

Beverages & Hors d'oeuvres

Reception Sponsored by:

**Stifel**

American Fidelity Assurance Company

Missouri Propane Education Research Council (MOPERC)

Announcement Of Exhibit Door Prize Winners!

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## **Thursday Evening Fun Activity**

**Granada A/B/C - 7:00 pm to 10:00 pm**

Games of Skill

NCAA Basketball on the Big Screen

Sponsored By

American Fidelity Assurance Company

Guin Mundorf, LLC Attorneys At Law

**Great Prizes! Lots of Fun!**

Beverages Provided by Sponsors

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**MOSPRA Soiree**

**8:30 pm to 10:00 pm**

(This event is to be determined)

***Sponsored by Thoughtexchange***



# Friday, March 26 Schedule

## MOSPRA Breakfast & Special Session

### Marbella A

Coffee Service -- 7:30 am

Breakfast -- 8:00 am

Breakfast Sponsored by

Unicom • ARC -- Gabbart Communications -- ParentSquare

#### **Mixed Signals: How Bias Impacts Messaging**

8:30 - 9:30 am

Marbella

*Dr. Neil Outar, Chief Diversity Officer, Missouri University of Science and Technology*

MOSPRA was fortunate to have Dr. Neil Outar present as part of Zoom Mid-State Meeting in the fall. The session was so popular that members asked to have Dr. Outar present at the Spring Conference. Dr. Outar, using case studies to demonstrate common errors in messaging, will discuss diversity and inclusion in the context of public relations. Participants will learn about the underpinnings of such errors and develop strategies to overcome them.

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## MASA Breakfast & Business Meeting

8:00 am - Granada A/B/C

Breakfast Sponsored by

Mickes O'Toole, LLC

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#### **Legislative Issues & School Finance**

9:00 - 10:30 am Granada A/B/C

#### **Legislative Issues**

*Scott Kimble and Tami Holliday, MCSA*

A review of legislative issues currently being discussed at the state level.

### **MASA Executive Committee**

Susan Crooks, Leeton R-X, President  
Curtis Cain, Wentzville, President-Elect  
Brad Swofford, Branson, Secretary  
Toni Hill, Bloomfield R-XIV, Treasurer  
Mark Penny, Lincoln County R-III, Past President

### **District Representatives**

Roger Schmitz, Lawson R-XIV: Northwest District  
Michael Reik, Platte Co R-III: Greater Kansas City District  
Jamie Burkhart, Green Ridge R-VIII: West Central District  
Richard Asbill, Cassville R-IV: Southwest District  
Jon Earnhart, Crawford County R-II: South Central District  
Chris Wilson, Kennett: Southeast District  
Scott Spurgeon, Riverview Gardens: Greater St. Louis District  
Tracy Bottoms, Monroe City R-I: Northeast District  
John Jungmann, Springfield, AASA Liaison

### **MOSPRA Executive Committee**

Kelly Wachel, Kansas City Public Schools, President  
Erica Chandler, Affton, President-Elect  
Susan Downing, Ladue (Ret.), Treasurer  
Paul Tandy, Parkway, Past President  
Derek Duncan, Parkway, Eastern Region Director  
Gina Zervos, Rolla, Mid-State Region Director  
Casey Owens, Ozark, Ozark Region Director  
Samantha Fitzgerald, Park Hill, Western Region Director

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### **Spring Conference Program Committee**

#### **MASA Committee Members**

Tony Berry, Nodaway R-I	John French, Lewis County C-1
Nettie Collins-Hart, Hazelwood	Eric Kurre, Savannah R-III
Amy Fagg, Pettis Co R-XII	Matthew Martz, Worth Co R-III
Brian Henry, Waynesville R-VI	Toni Hill, Bloomfield R-XIV
Todd Schuetz, Smithville R-II	

#### **MOSPRA Committee Members**

In light of the pandemic, MOSPRA Board Members assisted in session selection.