



# *Spring Conference Program*

March 22-24, 2023  
Lodge of Four Seasons  
Lake Ozark, Missouri

**LEAD • DEVELOP • SUPPORT**

# Wednesday, March 22 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 Sessions

Lunch is part of the registrations for all three sessions.

### Aspiring Superintendent Workshop

8:30 am to 1:30 pm Seachase

**Luncheon Sponsor: OPAA! Food Management & Program Sponsor: Virco**

*Presenters: Kelly Hinshaw, Doug Hayter and Sarah Riss, MASA; Curtis Cain, Rockwood; Duane Martin, EdCounsel; 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.

### Success-Ready Student Network: *Leading - Learning*

10:00 a.m. – 1:00 p.m.

Club Room (formerly Escollo)

*Mike Fulton and Charles Pearson, Success-Ready Students Network; Pam Hedgpeth, GO-CSD; Jeremy Tucker, Liberty School District*

Join colleagues from the Success-Ready Students Network along with Bill Daggett (or a member of his team) to sharpen your saw on leadership for learning strategies. Participants will use their CSIP to reflect on ways they can engage stakeholders in designing personalized, competency-based learning systems that support students being high school, college, career and workplace ready. This session is designed to meet participants where they are and help them grow in their leadership learning journey.

### Beyond National Blueberry Day: *Being Strategic and Successful on Social Media*

10:00 a.m. – 1:00 p.m.

Marbella A

*Presenter: Melissa McConnell, NSPRA -- Session Sponsor: Class Intercom*

School PR professionals know social media is a key component to any communications plan, but when the platforms seem to change the rules, design, and algorithms every time one logs in, it can make for a very frustrating part of the job. Come prepared with logins and laptops as we dig into Facebook, Instagram, and Twitter. Areas to be covered include management components of each platform; tips and shortcuts; scenarios when things go wrong; and evaluation of your district's presence on social media.

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### Emerging Superintendents Coaching Program (This is not a pre-conference workshop)

12:00 – 1:00 p.m. Valencia A & B

*John Jungmann, MASA; Carol Embree, Relatable Resources, LLC*

Participants in the program will have opportunity to share their experiences and learn from others.

# Wednesday Opening General Session

## 2:00 pm - Granada B/C

### *“Report from the Field”*

#### **Keynote Speaker: Dr. Curtis Cain**



2022 AASA Superintendent of the Year, Dr. Curtis Cain (Rockwood School District), will share his perspectives on the current state of public education. Cain will cover everything from the challenges and trends he sees to the importance of setting distractions aside and focusing on the work in our classrooms, ensuring all students have the tools and support they need to be successful.

## Wednesday Breakout Sessions

### **19 School Communication Tips from 19 + Years in the Trenches**

**3:30 – 4:30 p.m. Marbella A**

*Lana Snodgras, West Plains School District, and Gina Zervos, Rolla School District*

Are you having trouble figuring out your school PR priority when it all feels urgent? Don't worry! We've gathered some sage advice to help you get focused, create a workflow, and run a smooth operation. We will briefly look at tips, tricks, information, and ideas we wish we had known after several years in the school PR business. The session will be humorous and interactive.

### **Handling the Media Mob**

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

*Kevin Pope, Festus; Ed Rich, Maplewood/Richmond Heights; George Sells, City of St. Louis; Jeanie Smith, Francis Howell*

From everyday communications to crisis communications, School PR pros must know how to talk to local media representatives. In this panel discussion, four veterans of local TV news will help you arm yourself with the tools you need to handle the media mob. Effective and regular communication with the media will not only help you tell your stories through local newspaper and TV, but those relationships will pay dividends in a crisis situation.

### **Are You Ready for Your Next Ballot Initiative?**

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

*Brian Wilson and Kim Connell, Hollister School District*

In this presentation the Public Relations Director and Superintendent will discuss the proactive and strategic planning that goes into each ballot initiative. With the last four ballot questions passing with voter approval of nearly 80%, the district has created a culture and climate of support amongst all stakeholders.

## **Will There Be Any Five-Day Week Schools In Five Years? Let's Talk the Politics of the Shorted School Week**

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

*Jon Turner, Missouri State University*

The four-day school week was once a trend primarily in small rural school districts, but that is quickly changing. With over 1/4th of Missouri public schools now using the four-day school week, and with larger suburban school districts now considering the shorted week, how will this play out in the years to come? A candid panel discussion with school and political leaders to answer the question, "If we all become four-day week districts---what's next?"

## **Student Voice Matters – and the Analytics Prove It**

**3:30 - 4:30 pm**                      **Seville Room (formerly Kidtopia)**

*Kelly Wachel, Samantha Fitzgerald, Traci Todd Murphy and Paul Lewis, Park Hill School District*

Giving students an iPhone and having them document their day; students writing for district publications; and student reflections about their work. These opportunities for students – backed by research, planning, implementation, and evaluation – are proving to be our most engaging content. Student voice and student advisory teams are the answer to navigating our work. See our "day in the life" series to see how amplifying student voice drives engagement.

## **The 5k Calendar (Race, Restore, Recover, and Rest)**

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

*Brian White and Mitch Nanney, Meadow Heights R-II School District*

A simple calendar change can become the vehicle and basis for a major philosophical shift, a shift from accountability and compliance to actual responsibility. Teachers stop chasing. Students start owning. Wills are measured and skills are recovered. Lastly, grades are restored, and each new quarter starts with students and staff rested and ready for the next 5k.

## **Beyond the 8:00-3:00: Empowering Learners Through Their Families**

**3:30 - 4:30 pm**                      **Club Room (formerly Escollo)**

*Samantha Hamilton, Neosho School District*

Schools have attempted to engage high-need families through parent nights, conferences, family nights, etc. Many times, the ones needing the resources are not the ones reached. In this session, you will hear how one school has done just this! They have been able to bring in community experts and resources to teach families home routines, discipline, safety, fiscal management, and healthy choices through food, engagement, fun and collaboration. In turn, this has helped to bridge the gap between families and schools regarding trust and communication.

**Be sure to download the MASA app for the calendar-ready conference schedule.**

**Join the conference Twitter conversation: #SuPR23**

**Addressing the Elephant in the Room about Missouri's Teacher Shortage**

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

*Mallory McGowin and Paul Katnik, Missouri Department of Elementary and Secondary Education*

Yes, we need to increase teacher pay. Yes, we need to expand supports and mental health resources for teachers and students. Yes, we need to improve culture and climate issues in our schools. While work is underway on all of these, none of them alone will solve teacher shortage. We must also address the narrative surrounding the teaching profession. This session will focus on practical ways to change the conversation to elevate what it means to be an educator.



**Dialogue with the  
Commissioner**

**5:30 pm - 6:30 pm Marbella 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.

**Missouri Superintendent Academy Reception**

**4:30 - 5:30 p.m Malaga Room**

This event is for current and former members of the Missouri Superintendent Academy only.



Join the  
conference  
Twitter  
conversation:  
**#SuPR23**



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

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



## **New Members & Colleague Connections Reception**

5:30 pm - Thirst Lounge

*Sponsors: ParentSquare & K12 Insight*

*MOSPRA members in their first three years and participants in the Colleague Connections Program are invited to spend time with MOSPRA Officers.*

## **MOSPRA Reception & Banquet**

6:30 pm - Marbella A

*Reception Sponsor: Finalsite*

*Banquet Sponsors: SchoolMessenger*

MOSPRA will announce the recipients of the Professional of the Year, the New Professional of the Year, the Distinguished Service Awards and the MOSPRA Spirit Award.

## **MOSPRA Reception for Honorees**

Directly after the banquet -- Thirst Lounge

*Sponsored by Aptegey, Catapult K12, CESO, Class Intercom,  
& TeacherLists*



## **MASA Awards Banquet**

6:30 pm - Dinner - Granada 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

*Sponsored by United Health Care*

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

# Thursday, March 23 Schedule

## Registration

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

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## Continental Breakfast & Exhibits

### Exhibit Hall - 7:30 am - 11:30 am

Breakfast Sponsored by McKinstry

*Be sure to have your "Minute to Win It" cards signed by exhibitors to be eligible for great prizes.*

*Drawings will be held during the President's Reception.  
(Must be present to win.)*



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

### Seeking Alternative Schedules: A Trimester Model

**8:30 – 9:30 am**                      **Malaga**

*Carrie Schwierjohn, Tom Sauvage, and Ketina Armstrong, Meramec Valley R-III School District*

Meramec Valley R-III will share the Secondary Reimagined process that led them to adopting a trimester model of scheduling for PreK-12th grades, with the goals of increasing instructional minutes with students, increasing interventions and supports, while making more meaningful connections with students in order to address student and staff stress.

### Amplify Your Communications from the Inside Out

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

*Jill Filer, Harrisonville School District, and Erica Chandler, Affton School District*

Your first and most important audience for school communications is your staff. They can be your biggest asset in helping with the district's communications effort. Building their capacity as school ambassadors, listening to their feedback, and working together to share your district's story can lead to positive results all around. This session will touch on internal communications strategies, specific listening and feedback tactics, and communications training to help your district grow and improve its communications efforts without adding FTEs.



**DESE School Finance & Governance Update** (*This session will also be offered at 10:30 a.m.*)

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

*Tammy Lehmen and David Tramel, DESE*

Get the latest update on current issues affecting School Finance, Governance and Transportation such as payment updates, claiming PK students for state aid, calendar requirements, AML, transportation, residency, and resources available to districts on these issues on the DESE website.

### **Federal Relief Programs**

**8:30 – 9:30 am**                      **Seville Room (formerly Kidtopia)**

*Chris Neale, Kristin Milligan, and Bethany Benward, DESE*

Participants will gain the latest information on Federal Relief Funding and related topics. Mental Health and Literacy have parallel lines of effort, meaning that funding is available through both federal relief funds and other sources. Presenters will provide clarity about which source is appropriate depending on local factors. Presenters will provide updates on late liquidation of funds, monitoring, grant opportunities, and upcoming deadlines. A questions and answer will be provided if time allows.

### **YES for Your Schools! Inform, Advocate and Bring Home a Win on Election Day**

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

*Annie Dickerson, Parkway, and Derek Duncan, Webster Groves*

Are you looking for strategies on how you can run a successful bond campaign? Learn how Parkway Schools exceeded survey expectations and passed the largest bond issue in state history with the highest community support in at least 30 years. This session will include valuable insight, tips, and other information to help you inform, advocate and ensure support from your community.

### **Hiring for Success: Ensuring Competitive and Compliant Hiring Practices**

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

*Penny Rector, Mickes O'Toole, LLC*

Recruitment, hiring and on-boarding practices are key to ensuring your district remains competitive while remaining legally compliant when staffing. Join us for a discussion of practical tips and legal pointers to boost hiring efforts.

### **Strategic Planning Beyond Academics**

**8:30 – 9:30 am**                      **Club Room (formerly Escollo)**

*Matt Pearce, Tyler Overstreet, Allison Dishman, Josey McPhail, Christy Coursey, Jason Perkins and Nikki Faith, Republic School District*

Through feedback from its school community, Republic School District successfully created and launched a new Comprehensive School Improvement Plan (CSIP) to not only meet academic goals, but to address culture and leadership elements as well. The district's CSIP is designed to address the "whole student" and "whole employee" to best meet the needs of those they serve. This presentation will walk attendees through Republic's CSIP development process, communication efforts and monitoring practices.



### **Litigating the Culture Wars**

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

*Drew Marriott, EdCounsel, LLC*

This presentation will discuss legal developments and litigation related to challenged materials, curriculum and books, recent litigation related to transgender students, and recent litigation related to how Boards conduct themselves in trying times. School administrators and Boards of Education must navigate the ever-shifting legal landscape. While schools are not combatants in the culture wars, they have certainly become a medium through which parents and patrons are pitching battle. With that reality, the presentation will also discuss methods by which districts can protect themselves.

### **Utilizing Available Tools to Enhance District Improvement**

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

*Amy Ramsdell, Heart of Missouri RPDC; Tanya Garcia and Bryan Dunn, Education Plus*

Regional Professional Development Centers (RPDC) offer a variety of training and coaching opportunities for school districts. This session will focus on success of districts utilizing these services and how district administrators can get the most out of their RPDCs for continuous improvement. There are multiple programs to help with district needs, most of which are provided for free.

### **Order! Order! Public Participation at Board Meetings**

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

*Anthony McDaniel and Jessica Bernard, Guin Mundorf, LLC*

Pursuant to a new Missouri statute, prior to July 1st, all districts must implement a community engagement policy allowing district residents to communicate with boards about matters regarding governance and operation. Boards may incorporate reasonable rules into their policies to keep meetings orderly and topical. During this session we will discuss how districts can craft policies and rules that both encourage meaningful input from the public and allow boards to maintain control over their meetings.

**Time To Visit the Exhibit Hall**

**9:30 - 10:30 a.m.**

**Be sure to download the MASA app for the calendar-ready  
conference schedule.**

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**Join the conference Twitter conversation: #SuPR23**

# Thursday 10:30 am - 11:30 am

## **Navigating Mental Health Needs**

**10:30 - 11:30 am**                      **Malaga**

*Cynthia Grant, Rio Corbin and Nicole Sequeira, Independence School District*

In this session participants will be exposed to a multi-tiered system of support put in place to assist school leaders in responding to the serious injury or death of a district employee or a student. We will also look at how a crisis within the community can impact the mental wellness of staff and students and we will identify district level supports.

## **Public School Proud**

**10:30 - 11:30 am**                      **Marbella A**

*Kim Connell, Hollister R-V School District*

In this session attendees will learn of the campaign developed by GO CAPS students in conjunction with Hollister Schools highlighting the importance of public schools and education and the great things taking place in our schools to prepare our students for successful futures. This campaign is a template that can be adapted by other schools in Missouri.

## **The Power of Promoting Your People**

**10:30 - 11:30 am**                      **Valencia A**

*Bob Satnan, Sedalia School District 200; Jill Filer, Harrisonville School District; and Jacy Overstreet, Lebanon School District*

Celebrating staff members is a way to shine positive light on employees and boost morale, which can lead to greater levels of retention. It also helps the school community better understand the different roles in your organization and all that goes into a high-quality public education. Learn strategies and programs that are easy to implement yet have enduring impacts on your most valuable resource: Your people.

## **The Evolution of Virtual Education: Inclusion of Special Education Requirements in MOCAP**

**10:30 - 11:30 am**                      **Valencia B**

*Joshua Douglass and Patrick Brazill, Mickes O'Toole, LLC*

Major changes to the statute that created MOCAP took effect in August 2022. Now, school districts must ensure students enrolling in a hosted full-time virtual education program receive "all services required to ensure a free appropriate public education." This presentation will walk you through the changes to the full-time virtual program enrollment process and highlight new opportunities to ensure equitable virtual opportunities for special education students pursuant to MOCAP and federal civil rights statutes.

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

**10:30 - 11:30 am**                      **Marbella B**  
*Tammy Lehmen and David Tramel, DESE*

Get the latest update on current issues affecting School Finance, Governance and Transportation such as payment updates, claiming PK students for state aid, calendar requirements, AMI, transportation, residency, and resources available to districts on these issues on the DESE website.

**Success-Ready Student Network: The Power of Partnership**

**10:30 - 11:30 am**                      **Club Room (formerly Escollo)**  
*Mike Fulton and Charles Pearson, Success-Ready Students Network; Pam Hedgpeth, GO-CSD; Jeremy Tucker, Liberty School District*

The Success-Ready Students Network (SRSN) was created in summer 2022 to implement recommendations from DESE's Success-Ready Students Work Group. The SRSN is composed of over 60 Missouri school districts and educational partners. Join members of the SRSN to learn how they are blazing a path forward on personalized, competency-based learning and the implications for creating reimagined state assessment and accreditation systems.

**Trending Student Discipline Quandaries in the 22-23 School Year**

**10:30 - 11:30 am**                      **Seachase**  
*Emily Omohundro and Rachel Meystedt, EdCounsel, LLC.*

2022-2023 have seen a dramatic increase in the number and severity of student disciplinary incidents. This session will focus on details related to Safe Schools Act violations, long term suspension/expulsion legal technicalities, how to handle the interplay of the IDEA/Section 504, the duty to educate students on suspension, off-campus misconduct, free speech concerns, and more.

**Safety, Security, and Student Discipline -- Protecting Students Staff and Others!**

**10:30 - 11:30 am**                      **Seville Room (Formerly Kidtopia)**  
*Celynda Brasher, Tueth Keeney Cooper Mohan & Jackstadt, P.C.*

This session will address the important and complex situations that result when students engage in dangerous, threatening, and violent behavior. It will explore the options available under law for typical students, as well as students with disabilities or who are suspected of having disabilities (sometimes after the behavior has occurred). Participants will receive practical, legally compliant, guidance and will identify best practices. They will also be asked to share and offer suggestions from past experience.

**Be sure to download the MASA app for the calendar-ready conference schedule.**



## **Thursday Luncheon General Session**

**Granada A/B/C - 11:30 am**

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

MOSPRRA Administrator of the Year

## **Thursday Luncheon Keynote Speaker**

Keynote Speaker Sponsor: St. Louis University



**Meagan Johnson**

***“Zap the Gap! Transforming  
Multi-Generational Teams”***

Often described as bright, funny and delightfully obnoxious, Meagan Johnson is a nationally recognized multi-generational expert. Meagan has researched, written and spoken about the multiple generations since 1997. Her focus is on how to build a culture of multi-generational collaboration... not alienation. Rather than promoting generational stereotypes, Meagan explores what drives a generation to succeed.

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

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

## Thursday 2:00 pm to 3:00 pm

### **Transportation Matters: Electric Buses, EPA's Diesel Emission Reduction Act; and Clean School Bus Programs**

**2:00 – 3:00 pm**                      **Malaga**

*Andy Turgeon, Knox County R-I School District; Kaitlyn Sampson and Michelle Reimer, Environmental Protection Agency*

What are the advantages and disadvantages of electric buses? What's new with the EPA emissions acts? How might your district benefit from the Clean Bus Program? The session will provide you insight and answers to these and other transportation questions.

### **Student/Staff Communication: Encouraging Connection; Maintaining Boundaries**

**2:00 – 3:00 pm**                      **Valencia B**

*Jessica Bernard and Anthony McDaniel, Guin Mundorf, LLC*

There is a myriad of means through which students and staff can communicate: text, email, social media, and in person. Districts must monitor these communications to keep students safe. At the same time, positive, appropriate communication can lead to an enhanced educational environment. How should districts balance these interests? How should board policies reflect them? What are a district's obligations when boundaries are crossed? We will explore these questions and provide guidance and best practices.

### **Marketing To Your District**

**2:00 – 3:00 pm**                      **Seville Room (formerly Kidtopia)**

*Zac Rantz, Nixa Public Schools*

Do you really know who your people are? Does your demographic study ask questions so you know when and how to best reach your audiences? Schools are just like a business that needs to reach customers, but do you have the right info to do that? Come see the questions Nixa asked, the data we received, and how we adjusted our plans for not only the district but the entire business community and how you can do the same.

### **Developing and Evaluating Your Leadership Team**

**2:00 – 3:00 pm**                      **Marbella A**

*Jennifer Kephart, School District of Washington and Sarah Riss, MASA*

Participants in the session will learn about a wide variety of ways to engage their leadership team in continuous learning. They will also be exposed to a system for evaluating and supporting their leadership team. This includes exploring a variety of ways to effectively observe and provide feedback to administrators to foster their professional growth.

## **Your Guide to SEL and School-Based Mental Health**

**2:00 – 3:00 pm**

**Marbella B**

*Chrissy Bashore and Lisa Dierking, Missouri Department of Elementary and Secondary Education*

Let's talk about school-based mental health (SBMH) and social emotional learning (SEL). Receive the latest updates on current initiatives including SEL standards, SBMH grant, mental health awareness curriculum, Mental Health First Aid and other collaborative efforts designed to help navigate various available resources.

## **Missouri Meets Mary Jane: A Discussion on Recreational Marijuana and Its Impact on Schools**

**2:00 – 3:00 pm**

**Valencia A**

*Michelle Basi and Kylie Piatt, Tueth Keeney Cooper Mohan & Jackstadt, P.C.*

In this presentation, we will explore the legal implications of the passage of Amendment 3 legalizing recreational marijuana in Missouri. We will explore what the Amendment does and does not authorize, and then we will discuss real-life employment scenarios, providing practical guidance in light of the changing legal landscape.

## **CSIP and Portrait of a Graduate Go Together Like Peanut Butter and Jelly**

**2:00 – 3:00 pm**

**Club Room (formerly Escollo)**

*Ashley Copley, Josh Chastain, Brooke Gantt, and David Liss, Nixa Public Schools*

Nearly all can agree peanut butter and jelly make the perfect traditional sandwich, and you can't have one without the other. However, how do you take two staples and make them even better? In this session, Nixa Public Schools will share their journey of the creation of their Portrait of a Graduate and how the process left them hungry to grow and innovate through their comprehensive school improvement plan to ensure students thrive in this complex and rapidly changing world.

## **Preparing an Enrollment Projection**

**2:00 – 3:00 pm**

**Seachase**

*William Rebores, Saint Louis University (Professor Emeritus)*

A multiple-year projection of enrollment allows the district to modify revenue and expenditure projections to account for student increases or decreases. Even districts with stable enrollments could experience shifting patterns of student growth. While declining or increasing birth rates may not impact school enrollment for several years, planning is a continuing process of preparing for future changes. At the conclusion of the Presentation, the participants will have the tools necessary to prepare an enrollment projection.

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

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

*Sponsored By DLR Architects*



# Thursday 3:30 pm to 4:30 pm

## Special Discussions

### **Attracting and Retaining Quality Teachers**

**3:30 - 4:30**

**Marbella A**

*Brian Wilson, Hollister R-V School District; Chris Bauman, Ozark School District; Brad Swofford, Branson School District; Mike Bell, Fair Grove; and Aaron Gerla, Ash Grove*

School districts are providing an in-district master's degree benefit for their teachers. These programs are customized for each school district to meet their district's goals for improving instruction and enhancing teacher skill in the classroom. A panel of 5 superintendents will discuss how these programs have helped retain their teachers as well as attract new teachers to their district. These superintendents will highlight their district's return on investment (ROI).

### **That's Not on My Bingo Card! - Version 2.0**

**3:30 - 4:30**

**Marbella B**

*Erica Chandler, Affton, MOSPRA President, and Gina Zervos, Rolla Public Schools*

It's back, bigger and better than ever -- join in this interactive discussion of crisis communication bingo! We'll spin the wheel and share our stories and examples of making timely and transparent communications our best friend -- especially when facing those issues that definitely weren't on the bingo card.

### **Leadership & Ethics: Panel & Roundtables**

**3:30 - 4:30**

**Club Room (formerly Escollo)**

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

Come hear from school leadership and join in this interactive session that will cover myriad issues in school leadership and ethics.

### **First-Year Superintendents: Panel & Roundtables**

**3:30 - 4:30**

**Valencia B**

Join your fellow first year superintendents to share successes, challenges and best practices.

### **Women in Leadership**

**3:30 - 4:30**

**Granada A**

The Women in Leadership Initiative continues to grow and support women who are serving in school leadership roles. Come join others in this roundtable discussion. (A reception will follow.)

### **Veteran Superintendents Collaboration Cohorts**

**3:30 - 4:30**

**Valencia A**

*John Jungmann, MASA and Carol Embree, Relatable Resources, LLC,*

*Join John Jungmann, Carole Embree, and other participants in the Veteran*

*Superintendent Collaborative Cohorts for a roundtable discussion of key issues.*

# **Thursday Evening President's Reception**

**MASA & MOSPRA Members**

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

Beverages & Hors d'oeuvres

Reception Sponsored by:

Stifel

American Fidelity Assurance Company

Varsity Tutors

Announcement Of Exhibit Door Prize Winners!

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## **Thursday Evening Fun Activity**

**Granada A - 7:00 pm to 10:00 pm**

**MASA & MOSPRA Members**

Texas Hold'em Tournament

Games of Skill: Bean Bag Toss

NCAA "March Madness" Basketball

on the Big Screen

**Great Prizes! Lots of Fun!**

Sponsored By

American Fidelity Assurance Company

Guin Mundorf, LLC Attorneys At Law

Beverages and Light Snacks Provided by Sponsors

## **MASA & MOSPRA Wish to Thank Our Business Sponsors**

### **MASA**

American Fidelity	Horace Mann
Audio Enhancement	Inter-State Studio & Publishing
Benchmark One	Lawrence E. Smith and Associates, Inc - KidGuard Student Insurance
BloomBoard	L. J. Hart & Company
Capturing Kids Hearts	McKinstry
Chartwells School Dining Services	Mickes O'Toole
Claim Care	OPAA
Coryell Roofing	PFM Asset Management LLC - MOSIP
Curriculum Associates	Piper Sandler & Co.
DLR Group	Schneider Electric
EdCounsel	St. Louis University
Filament Essential Services - SOCS	Stifel
Finalsite	Tueth Keeney Cooper Mohan & Jackstadt
Forrest T. Jones & Co.	United Health Care
Frontline Analytics -- Powered by Forecast5	Varsity Tutors
GilmoreBell	Veregy
Guin Mundorf	Virco

### **MOSPRA**

Finalsite  
SchoolMessenger  
K12 Insight  
ParentSquare  
ThoughtExchange  
Apptegy  
Catapult K12  
CESO Communications  
Class Intercom  
FranAnn Engraving  
TeacherLists

# Friday, March 24 Schedule

## MOSPRA Breakfast & Special Session

Seachase Room

Coffee Service -- 7:30 am

Breakfast -- 8:00 am

Breakfast Sponsor: ThoughtExchange

President's Sponsor: TeacherLists

### **Forging Your Path: Your District's and Your Own**

**8:30 - 9:30 am**                      **Seachase**

*Cathy Kedjidjian, NSPRA President, Glenview 34 School District (Illinois)*

Your organization's strategic plan is the roadmap to its success. As a school PR professional, you play a critical role in keeping your district on the path to achieve its mission and vision. Learn how you can use the progress of a strategic plan to build your district's brand. The presentation also will help you focus on strategically forging your own path, with ideas on how to bring the right people along with you on your journey.

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## **MASA Breakfast & Business Meeting**

7:30 am - Granada A/B/C

*Breakfast Sponsors:*

*Mickes O'Toole, LLC*

*Capturing Kids Hearts*

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

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

#### **Legislative Issues**

*Scott Kimble and Mike Lodewegen, MCSA*

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

#### **School Finance Update**

*Jason Hoffman, Jefferson City School District (Ret.) and Clint Johnson, Jefferson County R-VII*

**MASA Executive Committee**

Brad Swofford, Branson R-IV, President  
Toni Hill, Bloomfield R-XIV, President-Elect  
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Hillary Bales, Waynesville R-VI	Matt Pearce, Republic R-III
Toni Hill, Bloomfield R-XIV	Taras Lewis, Ralls County R-II
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**MOSPRA Program Committee Members**

Marianne Ward, Waynesville  
Mickie Plummer-Shepherd, Belton  
Ana Espinoza, Monett  
Kelly Gordan, Pattonville

**THANK YOU FOR ATTENDING THE  
2023 MASA/MOSPRA  
SPRING CONFERENCE!**

**SAVE THE DATE!**

**The 2024 Spring Conference is set  
for March 20 - 22**



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