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## Tuesday, January 20, 2015

### 3:00 p.m. to 5:00 p.m. MASA Executive Board Meeting

Room: Oaks

6:30 p.m. to 9:00 p.m. **Success Start Academy III for Newer Superintendents** Pre-Conference  
(Includes light dinner)

Join us for a networking supper, facilitated dialogue, and a morning workshop option leading up to the MASA Midwinter Conference. Featured presenters Chris Stephens (Tuesday evening) and Dr. Nancy Colflesh (Wednesday a.m.) will host discussions around **Leadership for Learning** and **Organizational Development**.

Room: Great Lakes 3

## Wednesday, January 21, 2015

8:00 a.m. to 10:00 a.m. MAISA Board of Directors

Room: Oaks

8:00 a.m. to 10:00 a.m. MAISA Administrative Leadership Meeting

Room: Fields

8:00 a.m. to Noon – Middle Cities Meeting

Room: Prairies 4-5

10:00 a.m. to Noon – Courageous Journey Guild

Room: Great Lakes 1

8:30 a.m. to Noon – Continuation **Success Start Academy III for Newer Superintendents** Pre-Conference

Continued from last evening (See description above).  
Includes breakfast and lunch.

Room: Great Lakes 3

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8:30 a.m. to Noon – ***Current Hot Topics in School Law***

This timely half-day workshop will be led by Brad Banasik, Attorney for the Michigan Association of School Boards (MASB) with support from colleagues from the Council of School Attorneys.

Room: Great Lakes 2

10:00 a.m. to 11:30 a.m. – MAISA Membership Discussion with Marc Tucker.

Room: Meadows

10:00 a.m. to 1:00 p.m. School Equity Caucus Meeting & Lunch

Room: Kalamazoo 1

11:45 a.m. to 12:45 p.m. SAPAC Meeting & Lunch

Room: Oaks

Noon to 1:00 p.m. Middle Cities Lunch

Room: Glens 1

1:00 p.m. to 4:30 p.m. General Session

Student Entertainment: The Kalamazoo Central Hawthorne Singers" directed by Theresa Williams-Johnson.

Opening Remarks, William Mayes, MASA Executive Director

**Engaging Global Models of High Performance Education and the Challenge of School Leadership, Marc Tucker, CEO, National Center on Education and the Economy**

3:15 p.m. to 3:30 p.m. Break

SSRC Update with Dave Campbell, Superintendent, Kalamazoo RESA, Karen McPhee, Superintendent, OAISD and William Mayes, Executive Director, MASA

Room: Arcadia Ballroom

4:30 p.m. to 5:15 p.m. Region Meetings

Region 2 – Room: Fields

Region 3 – Room: Oaks

Region 4 – Room: Great Lakes 3

Region 5 – Stone Theater

Region 6 – Room: Prairies 4

Region 7 – Room: Prairies 5

Region 8 – Room: Glens 1

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Region 9/10 – Room: Meadows

6:00 p.m. to 9:00 – Courageous Journey Dinner & Meeting

Offsite at City Scape/Millennium Events

## **Thursday, January 22, 2015**

7:00 a.m. to 8:00 a.m. Fellowship Breakfast  
(Pre-Registration required)

Room: Fields

8:10 a.m. to 8:50 a.m. General Session with Paul Schutt, Co-Founder, Issue Media Group.

Paul will help us to connect and contribute to the Michigan Public School's Partnership InspirED Initiative.

Room: Arcadia Ballroom

### **9:00 a.m. to 10:15 a.m. Breakout Session #1**

#### **#1 Great Start Readiness Preschool Expansion: A First Step in Building a Comprehensive Early Childhood Strategy for Michigan (HOT TOPIC)**

***Scott Menzel, Superintendent, Washtenaw ISD***

Room: Prairies 4

Over the course of the past two years the Governor and Michigan Legislature have expanded funding for Michigan's pre-school for at-risk four-year old children by \$130,000 million. This dramatic increase in funding was designed to make Michigan a "no wait state" for children who qualify for the program. The benefits of a high quality preschool experience have been documented through the HighScope longitudinal study of the GSRP program.

This is one of the four *Hot Topic* sessions and is part of the ongoing work of MAISA and the MASA SSRC initiative. Information given and feedback from this session will be of benefit to local district and service agency leaders. The session will include background information on the expansion of the Great Start Readiness Program (including legislative changes that were implemented to address transportation barriers to participation); discussion regarding the importance of high quality preschool experiences and the impact on achievement; review of barriers and issues of concern related to becoming a "no wait state"; discussion regarding the pilot kindergarten entry assessment; and conversation around coherent birth through age 8 policy.

## **#2 How to Build a Collaborative Approach as a School Superintendent with the Implementation of Effective Evaluations and Staff Accountability**

***Brian Whiston, Superintendent Dearborn Public Schools, M.A. (MASA State Superintendent of the Year 2013) and Glenn Maleyko, Executive Director of Staff and Student Services, Ph.D, Dearborn Public Schools***

Room: Prairies 5

This session will highlight how the Superintendent has fostered a school district culture that emphasises the importance of collaboration, communication, and transparency. The topics that will be addressed in this session include evaluations, budget, student achievement, negotiations, and community relations. Specific information will be outlined regarding how to purposefully and strategically build trust with school stakeholders. This includes a process of fostering positive relationships with union heads and community leaders.

## **#3 Instructional Rounds in Education: How 14 Superintendents Have Taken Collaborative Instructional Leadership to the Next Level**

***Kyle Mayer Ph.D., Assistant Superintendent Ottawa Area ISD and Brian Davis, Superintendent, Holland Public Schools and Shannon Brunnick, Black River Schools***

Room: Prairies 6

Over the past two school years, every superintendent within the OAISD has made a commitment to a once monthly Instructional Rounds visit to an area school building. Based on the medical Rounds model, OAISD superintendents collectively examined the school's data, theory of action and problem of practice prior to making "rotations" within multiple classrooms. After the collection of classroom level data is complete, a Harvard prescribed process of dialogue ultimately renders each school building with a highly customized set of recommendations or, "next level of work."

The rewards of an Instructional Rounds Network among superintendents are multidimensional, from impacting student achievement one school at a time, to visible instructional leadership, to richer conversations and more informed collegial decision making. Come and learn how the OAISD superintendents have utilized Harvard Instructional Rounds to Lead Systemic Reform at the classroom level in a collaborative, research-based game-changing approach.

#### **#4 Using Nature to Connect Children to Science, Technology, Engineering & Math**

***Charlie Schwedler, Superintendent, Bullock Creek School District and Rachel A. Larimore***

Room: Glens 1

An exciting partnership is underway in Midland County—Bullock Creek School District and Chippewa Nature Center have partnered to create a nature-based kindergarten and built the capacity of teachers to integrate nature into their curriculum at all elementary grade levels.

Evidence shows time and again that frequent experiences in nature are critical to a child's physical, social-emotional, and cognitive development. Unfortunately, in the last few generations there has been a significant decline in the time children spend in the outdoors. Participants will learn the details of this partnership and its amazing effects on the students of Bullock Creek as well as how this unique STEM initiative can be duplicated in any school district.

#### **#5 Leading a School District Transformation**

***Christopher Timmis, Superintendent, Dexter Community Schools***

Room: Glens 2

Leading a school district transformation is complex work. Participants will receive a superintendent's playbook for school district transformation based on an actual school district's success. This playbook includes detailed systems of "expectations and opportunities" that can be utilized and replicated in any school district. The systems are based on actual work transforming a school district from a point of financial and academic insolvency to a true model of success and adapted to translate to any school district. The results speak for themselves: 7 Reward Schools in 3 years, TTB rankings moving from the 3.7th percentile to the 91st percentile, 20% increase in graduation rate, international programming, unique college/community partnerships, and two multi-million privately funded campaigns.

#### **#6 The Positive Power of Book Clubs!**

***Doni Pummell, Superintendent, Clare Public Schools***

Room: Glens 3

I have learned that if it is not on my calendar... It doesn't happen. I wanted to make a difference in a person to person, grass roots type of way. We all have goals and efforts that we are supporting and pushing with our leaders and our teachers. A book club is an honest, real and fun way to connect your vision with conversation and practice. This is my third year to facilitate an annual staff book club in addition to one with my leadership team. Attend this session and chat about the books that I have used as well as the creative way within which dialog is created and excitement is generated. Find out why Book Club is one of my favorite activities and why it takes a place of honor on my calendar. Bring your favorite book titles, and we can create a master list of great works for all of us to share and use to engage our leaders and teachers!

## **#7 Transforming Today's Classroom: How Does it Add Up?**

***Laura Casai, IIDA, LEED AP, Director of Interior Design & Lauren Christenson, NCIDQ, Interior Designer, TMP Architecture***

Room: Oaks

Research suggests that a shift from traditional classrooms to active learning labs that foster communication, collaboration and problem solving will better prepare our students for the future. But how much does this transformation cost, and how do we get the biggest 'bang for our buck?' Discover that often simple solutions can transform a traditional classroom (with straight rows of desks facing forward) to a flexible, dynamic 21st century classroom that encourages active learning.

## **#8 Exploring the Central Office Transformation Toolkit**

***Carl Weiss, Executive Director, Metro Bureau and Suzanne Klein, Assistant Professor, Oakland University***

Room: Stone Theater

We all know the importance of building principals' role in supporting student learning. Are we doing all we can at the district level to support our principals with this role? How do you determine whether your district's central office leadership team is organized to support principals in their work to improve teaching and learning?

The Central Office Transformation Toolkit (commissioned by the Wallace Foundation) is a set of three tools designed for district leaders to strengthen the extent to which the district office serves and operates as a primary support system for helping principals improve teaching and learning. Using the tools allows leaders to take a look at the current work of each central office staff person and consider how it can impact improvement of teaching and learning district wide and how it might change to improve the alignment with the core work of the district and real results for students.

Session participants will receive and discuss three tools used as part of the toolkit; a readiness assessment, creating a Theory of Action, and an instructional leadership abilities Strengths and Weaknesses assessment.

## **#9 System Design and Monitoring for Sustainability and Resilience**

***Rossi Ray-Taylor, President & CEO, Ray-Taylor and Associates, LLC***

Room: Meadows

Interventions in schools come and they go. School leaders have come to recognize that initiatives and change need to be built for sustainability from the start. Participants will learn to design and build the ability of an initiative or strategy to continue to be productive in meeting goals and thriving following initiation. During this highly interactive Action Clinic participants will identify how sustainability is tested when there is a change in leadership, change in initial funding (as when grant funds dry up), turnover in

frontline practitioners, or change in political climate (as in new governance or community stakeholders) or is crowded out by the next new thing. Participants will identify practical strategies that they can use to keep initiatives productive. Through activities, vignettes and tools participants will learn that to reach sustainability and resilience leaders must attend to four stages in design and implementation of change initiatives; 1) The Vision, 2) The Investment, 3) Monitor and Adapt, and 4) Attention to Goal Attainment.

### **10:30 a.m. to 11:45 a.m. – Breakout Session #2**

#### **#1 Implementing Post-Secondary Options: Concurrent Enrollment, Dual Enrollment and Early College/Programs**

***John R. VanWagoner II, Ph.D, Associate Superintendent Shiawassee Regional Education Service District (HOT TOPIC)***

Room: Prairies 4

During this session we will discuss the different ways in which Michigan high schools are operating concurrent enrollment, dual enrollment and early college/programs. We will also discuss the issues and barriers that districts are facing with the implementation of these programs. Together, we will share the successful strategies that have worked for districts and new solutions that MASA can advocate for in the future.

This is one of the four Hot Topic sessions and is part of the ongoing work of MAISA and the MASA SSRC initiative. Information given and feedback from this session will be of benefit to local district and service agency leaders.

#### **#2 *Creating a Community of Culture and Change.***

***Brad Fountain, Director of Instruction Implementation, Discovery Education and Doreen Barnes, Technology Integration Coordinator, Forest Hills Public Schools a Discovery Education Michigan Edu leader/ Partner. (FLIPPED SESSION)***

Room: Prairies 5

*As part of their sponsorship, Discovery Education has provided and given permission to share two videos assigned as the flipped classroom session as well as the facilitators for the session at our conference. The videos are:*

- *Creating A Community of Culture and Change-Effective Communication for Change with Chris Kennedy, Superintendent of West Vancouver School District (17 minutes)*
- *Creating a Community and Culture of Change panel (30 minutes)*

Join us for a group discussion around the importance of engaging the community to embrace the change required to transform teaching and learning. This session is presented in the popular modern instructional practice of a 'flipped classroom', which is a form of blended learning in which 'students' learn content online at home and the homework and

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discussion is done in class. We encourage attendees to watch the two videos posted to the MASA Midwinter Conference website prior to joining us for this collaborative session where a local expert will share their story and engage with you on what the critical elements are to ensure you have community backing to drive transformation in your schools.

### **#3 Taking Competition Out of Our Game: Every Child Can Win This Game**

***Kyle Mayer, Ph.D., OAISD Assistant Superintendent for Instructional Services; Peter Haines, Superintendent, Greenville Public Schools and Shannon Brunnick, Black river Schools***

Room: Prairies 6

Learn how more than 90 local and intermediate school district leaders abandoned the practice of competition for a much higher ideal; assuring every child has access to world-class instruction in his or her own local public school. Colleagues from Region 3 have formed an unprecedented coalition. It started as a conspiracy, and is quickly evolving into a revolution.

There is no room in our profession for trade secrets. And, there is no excuse for poor results, when we know what works. The presentation will include a summary of '6 key findings' from a five-school field study examining schools in our Region who are beating the odds across the demographic spectrum. In the face of tight budgets and the allure of adding pupil memberships, partner districts are resisting temptation and instead elevating the profession.

See what they have learned and what they are doing with that knowledge...or even how you too can add to the pool.

### **#4 Implementation of a Balanced School Calendar to Enhance Student Achievement**

***Dr. Josha L. Talison, Superintendent, Beecher Community School District***

Room: Glens 1

Representatives from the Beecher Community School District will show the benefits of implementing a Balanced School Calendar (year-round schooling) to enhance student learning in an urban school district. Background information about Balanced Calendars, the implementation cycle and positive results for students due to this innovative approach that helps to eliminate summer learning loss of students will be discussed.

### **#5 M-Step: Are you Ready?**

***Kristine Gullen, Associate Professor, Spring Arbor University & James Gullen, Assessment & Testing Consultant, Macomb ISD***

Room: Stone Theater

With the launch of the M-Step (Michigan Student Test of Educational Progress) we are embarking upon assessment and systemic changes. Join us for an interactive session examining: performance tasks,



interactive items of increase rigor, and the academic digital literacy skills needed in order to demonstrate your student's level of learning. Leave with resources, tools and processes to discover what your district might need for spring 2015. Are you ready?

#### **#6 The Purpose Driven Assessment System**

***Brenda Wilson, Senior Account Executive, Northwest Evaluation Association***

Room: Glens 3

Why do we assess? Compliance driven assessment systems are exhausting and a constant moving target. It is much saner to design your own purpose driven assessment system and align compliance to that!

Know your Audience

Why Measurement and Metrics Matter

Misperceptions of Testing

How to reduce the Footprint of Testing

#### **#7 Case Study: How Technology and Data Analytics Changed the Way My District Performs**

***Robert Kittle, President & CEO, Munetrix, LLC***

Room: Oaks

Three school administrative representatives will showcase their real world experiences using the online suite of administrative tools that Munetrix.com offers. In particular, the session will showcase:

1. Analytics and benchmarking
2. Modeling future budgets and forecasts
3. Compliance with State requirements for transparency best practices and public safety drill reporting
4. Demonstrate how multi-dimensional data base technologies enhance the way school districts operate and manage information
5. Early warning indicators, simplified.

**The session will be presented by actual school district users and not Munetrix personnel**

#### **#8 – Driving Success by Managing to Key Performance Indicators**

***Sam Howe, Senior Vice President, Academic Planning & Analysis; Michele Edwards, Account Executive for Scholastic, Inc. and Daveda Colbert, Superintendent Oak Park School District***

Room: Glens 2

This session focuses on how to successfully manage school leadership teams through use the use of measurable data or key performance indicators (KPI). The session will cover the following topics; 1) how to select KPIs in education, 2) how to build KPIs into a school improvement plan, and 3) how to set up a system to monitor KPIs across the school year.

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**Noon to 1:30 p.m.**

**Award Luncheon – Arcadia Ballroom**

**1:45 p.m. to 3:00 p.m. – Breakout Session #3**

**#1 - How does the attitude gap around culture, class and community contribute to the achievement gap in our Michigan classrooms? (HOT TOPIC)**

***Brian Davis, Superintendent, Holland Public Schools***

Room: Prairies 4

The demographics of our student body in Michigan are rapidly changing as we serve an increasing number of students living in poverty across all ethnic groups. While there have been some improvements in academic achievement for students of color, the achievement gap is still significant. The focus of this interactive clinic session is to share information related to demographic changes in our state and the impact on educating from an economic and ethnic perspective. Participants will then discuss ideas/opinions about what they know, what they need to know and how to address this ever growing challenge and opportunity. As participants learn and share feedback, future development opportunities will be crafted with the support of MASA to develop culturally responsive school leadership opportunities that in turn create culturally responsive classrooms.

**#2 Courageous Journey Cohort 10**

Participants are working toward either a specialty or enhanced superintendent endorsement. (Prior registration is required).

*Presenters: Patricia Reeves, Ed.D., Associate Executive Director of Administrative Certification and Chris Stephens, Assistant Director, Courageous Journey*

Room: Prairies 5

**#3 Courageous Journey Cohort 8/9**

Participants are working toward either a specialty or enhanced superintendent endorsement. (Prior registration is required).

*Presenters: Patricia Reeves, Ed.D., Associate Executive Director of Administrative Certification and Chris Stephens, Assistant Director, Courageous Journey*

Room: Prairies 6

#### **#4 Technology Planning Process Feedback Flipped Session. (FLIPPED)**

***Tim Hall, TRIG Project Director & Matt Linder, TRIG Project Manager for MTRAx.***

Room: Oaks

With the requirements for technology planning being removed by E-Rate this year, there is no longer a compliance-driven necessity for Michigan districts to complete a technology plan. This gave MDE a perfect opportunity to reinvent a new technology planning process. To accomplish this, they looked to the Technology Readiness Infrastructure Grant (TRIG). TRIG gathered a group of stakeholders from throughout the state to create this new process.

In this unique format, you will have an opportunity to provide feedback to the proposed technology planning process. Before attending the session, you will need to view a video (15 minutes) outlining the process. Once you get to the session, you will have the chance to talk with your colleagues about the structure and details of the process and give input to help refine how it can be improved before it is rolled out statewide.

#### **#5 Energy Management - Are You Doing Enough?**

***Thomas Shirilla, Business Account Manager Consumers Energy Company and Charlie Schwedler Superintendent Bullock Creek Schools***

Room: Glens 1

Energy Management is becoming an increasingly important component of all businesses. Organizations continually seek to reduce energy consumption as a means to cut costs, reduce waste, and become leaner. In this regard, the purpose of this presentation is to inform participants on energy management best practices and product offerings, both in the current market and an outlook for the future. These practices demonstrate the most effective methods organizations can utilize to reduce energy-related waste. By coupling current best practices with an outlook into future energy management tools this presentation will equip participants with the knowledge to become and remain lean and efficient energy consumers.

#### **#6 College & Career Preparation Initiative**

Sarah Kettelhohn, Superintendent, Merrill Community Schools

Room: Glens 2

In order for youth to successfully compete in a global economy the need to establish a liaison between the high schools and college, vocational training and the military career is significant in Saginaw County. Funds have been established to support seven local school districts in Saginaw County.

The College and Community Access Coordinator is responsible for supporting academic success and

college readiness particularly for first generation college bound and at-risk students who would benefit from a structured, culturally-sensitive post-secondary preparation pathway and ensure that all secondary students, including those with alternative educational needs, have the means, opportunity and preparation for post-secondary educational options.

The objective of the program is to increase the number of students enrolling in post-secondary programs; increase the number of applications made per student to post-secondary programs; increase the number of students and parents attending financial aid informational sessions and increase the number of students and parents that attend scholarship application workshops. By achieving this objective the program has seen an increase in scholarship applications and awards, an increase in financial aid applications and increased awareness of college/career options for all students. The program also includes a strong career tech component. Partnerships with local community colleges and state-certified vocational training programs have been established.

See how this program could be duplicated in other counties thus serving a large under served at risk student population.

Participants: Local Superintendents, College & Career Access Coordinators and Representatives from the Saginaw Community Foundation

#### **#7 Substitute Teacher Fill Rates: Is there a Magic Bullet?**

***Clark Galloway, President, EDUStaff***

Room: Glens 3

Recently substitute teacher fill rates have been on the decline in several districts in Michigan. There are several local, regional, and national factors that are affecting this measurement. This session covers what can districts and substitute providers can do to overcome these declining rates and achieve success with classroom teacher coverage.

#### **#8 Getting to Know Jason**

***Mort Sherman, AASA Superintendent in Residence***

Room: Great Lakes 4/5

AASA, The School Superintendents Association, and JASON Learning, <<http://www.jason.org/>> an award-winning leader in STEM education, have launched a nationwide partnership to enhance teaching and learning excellence in science, technology, engineering and mathematics. This new partnership, which benefits a diverse range of students, uses the latest technology to bring experts from throughout the world to our classrooms.

For the price of less than two science or math textbooks, AASA members can have access to the entire JASON program for a class for a school-year. This package includes curriculum, videos, assessments, support materials and some of the best thinking about STEM.

### **#9 Leadership for African-American Males' School Success**

***Rossi Ray-Taylor, President & CEO, Ray-Taylor and Associates, LLC***

Room: Meadows

Data in school districts nation-wide shows that African-American males face inequity in school-based outcomes. The superintendent, along with the Board of Education and leadership team sets the stage and creates and sustains the climate for organizational accountability on behalf of student success and organizational equity. Research has shown that core competencies are essential for superintendent leadership success. While there are some strategies that prove more effective for African-American males' school success, research shows that the most effective practices are found in leadership that is focused, responsive, sustained, accountable and data-informed.

During this session participants will learn 10 strategies that have been proven to lead schools to beat the odds and demonstrate success eliminating racial achievement gaps. Through vignettes, activities and tools participants at this Action Clinic will learn strategies that they can use now to improve school outcomes for African-American males.

### **#10 Update From The Top Performing Nations**

***Dave Campbell, Superintendent, Kalamazoo RESA and RJ Webber, Assistant Superintendent, Academic Services, Novi Public Schools***

Room: Stone Theater

This session will be a discussion of the strategies many top performing nations use to improve student achievement. Particular focus will be given to countries that are culturally similar to Michigan, such as Canada.

### **3:15 p.m. to 4:30 p.m. – Breakout Session #4**

#### **#1 - A Tough Conversation with an Administrator Who Needs to Improve. (FLIPPED)**

***Nancy Colflesh, Ph.D, Educational Consultant & Leadership Coach.***

Room: Stone Theater

Our guest presenter is well-known and brings extensive experience and a highly regarded reputation. Her one hour online session posted on the MASA website, which is accompanied by support materials, focuses on working with principals and others on your administrative team who need to improve. During this very practical and relevant session, key aspects of a strong improvement plan and developing the skill of having crucial conversations will be shared with many examples and resource references. Nancy will be facilitating the Flip face to face session at the conference.

## **#2 Your School Culture – Balls, Band-Aids, and Bullying? (HOT TOPIC)**

***Jason Mellema, Superintendent, Pewamo-Westphalia Schools***

Room: Prairies 4

Your school culture plays a big role in the life of your school as well as the academic achievement of your students. In this session, we will review how the culture of your school is impacted by the expectations, activities, and extracurriculars your school supports. Goals of the session include: reviewing research on school culture, extracurricular involvement and academic achievement, movement and academic achievement; presenting resources regarding the support of administrators supervising these activities; discussing recent changes in legislation/policies regarding bullying, student health/safety, coaches education, as well as an outline of potential changes on the horizon.

This session will be INTERACTIVE. Please bring copies to share with others (approx 6) of any policies you have regarding: expectations of extracurricular groups, hiring of extra-curricular staff, training of staff, protocols for concussions/CPR/AED, bullying, or any other relevant topics.

## **#3 Courageous Journey Cohort 10**

Participants are working toward either a specialty or enhanced superintendent endorsement. (Prior registration is required).

*Presenters: Patricia Reeves, Ed.D., Associate Executive Director of Administrative Certification and Chris Stephens, Assistant Director, Courageous Journey*

Room: Prairies 5

## **#4 Courageous Journey Cohort 8/9**

Participants are working toward either a specialty or enhanced superintendent endorsement. (Prior registration is required).

*Presenters: Patricia Reeves, Ed.D., Associate Executive Director of Administrative Certification and Chris Stephens, Assistant Director, Courageous Journey*

Room: Prairies 6

## **#5 MAISA Council & General Membership Meeting**

Room: Meadows

## **#6 Creating Next-Generation Classrooms: Personalized Learning Through Technology Infusion**

***Scot Graden, Superintendent, Saline Area Schools, Heather Kellstrom, Director of Instructional Technology, Kristin Girbach Teacher & Chris Cummings, eSpark Representative.***

Room: Glens 1

There's a new generation of students with different expectations and tech-savviness than those in the past. Leading educational change, Saline Area Schools transformed learning spaces, teaching pedagogy and incorporated 21st Century skills to build Next-Gen Classrooms. During this session, join a discussion to learn how administrators and teachers at Saline redesigned learning with an innovative blended environment to provide personalized iPad curriculum and 21st Century experiences for K-5 students.

Learning Objectives:

-Learn how Next-Gen Classrooms can be created in other Michigan districts and why they improve access to quality content, increase student collaboration and critical thinking, personalize learning and advance the use of data in the classroom.

-Learn effective strategies and approaches to using iPads in the classroom as well as challenges educators may face with mobile learning and advice on how to overcome them.

-Learn how to provide differentiated app content for every student in a classroom and how iPad personalization can help increase student engagement and achievement.

## **#7 An Investigation into Teacher Motivation and the Role of Merit Pay**

***Gary A. van Staveren, PhD, Hamlin Elementary Principal, Rochester Community Schools***

Room: Glens 2

In a time when we hope the best and brightest will assemble in herds to the school doors to dedicate their lives to the teaching of students, many have questioned their choice to become teachers and many have been frustrated by the changes in the education organization. In times of transition, people can feel discouraged by uncertainty, or empowered by opportunity to create change. I hoped many teachers from all levels of K-12 education from across public school districts in the state of Michigan would offer their voice, through my electronic survey, to bring insight about their affection for their craft: with the support of MASA, they did.

This session will provide in-depth information on the purpose of this study, how it was done and the results.

The results of this study may provide school districts and policy-makers with useful information on several topics like whether or not teachers are motivated by monetary incentives, the motivational impact of goal-setting, the motivational impact of change, or collaboration and/or working together, to name a few.

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## **#8 Educating & Informing Staff About Retirement Plans**

***Richard E. Williams, President, Williams & Company***

Room: Oaks

Retirement issues are more challenging than ever. School employees today are faced with higher retirement cost, confusing choices, a lack of savings, and paralyzing fear.

How can you help your staff make good choices?

Richard Williams, Pres. & CEO of Williams & CO Financial Services has been assisting school employees for over 25 years achieve their retirement goals. Rich has given seminars statewide about the issues school employees are facing regarding retirement planning. With the many MPSERS choices and changes, combined with retirement planning has become more complicated than ever. Find out how you can implement education programs to assist your employees in making good decision regarding retirement. You will also learn how effective retirement education can help schools save money.

## **#9 Prepare, Prevent and Protect: Defending Your District Against Data Breaches**

***Gary Holbrook, SET SEG***

What constitutes a data breach and are you prepared if one occurs? It's not just a problem for your technology department, it could create a media frenzy. Learn what needs to be included in a security policy, how to conduct a proper security audit and what is required should a data breach occur. In this session we will identify common areas of vulnerability, share best practices and resources for securing your district and help you assess your weaknesses and readiness in the event of a breach.

Room: Glens 3

4:30 p.m. to 6:00 p.m. Reception

Room: Arcadia Ballroom

5:00 p.m. to 7:00 p.m. MAAAS Meeting

Room: Meadows

## **Friday, January 23, 2015**

7:00 a.m. to 8:00 a.m. – Sisterhood of the Traveling Suits Breakfast

Room: Fields

7:30 a.m. to 9:00 a.m. Hot Buffet Breakfast

8:30 a.m. to 11:30 a.m. General Session

Room: Arcadia Ballroom



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Comments from State Superintendent, Mike Flanagan.

Dave Martell, Executive Director of MSBO will give us the latest on Finance and Budget.

**CHANGE IS INEVITABLE, GROWTH IS OPTIONAL, LAUGHTER IS REQUIRED**

Dane Wysocki

Change is inevitable. Except from cab drivers and vending machines. There are several constants about change. Change is constant, and happens whether you are prepared or not. Those who tend to embrace change with humor and laughter end up setting the tone for all those around them to maintain the proper perspective to "TAKE WHAT YOU DO SERIOUSLY, WHILE TAKING YOURSELF LIGHTLY".

A fun filled interactive presentation designed to enlighten and entertain.

MASA Midwinter Business Meeting, John Searles, MASA President

Closing Remarks, William Mayes, Executive Director, MASA