



Minnesota Association of School Administrators (MASA) and Springsted Incorporated present...

School Finance Elections

A Comprehensive Planning Model for Success

School Finance Elections: A Comprehensive Planning Model for Success is a workshop based on the book of the same title authored by our presenters. The workshop's content represents a marriage of research and successful practice, emphasizing systems and strategies rather than specific campaign tactics and allowing school leaders to elevate their thinking to a more comprehensive and long-range vision of election planning.

"Executing a successful school finance election can be one of the most important - yet also one of the most difficult - responsibilities a school system leader faces. Whether a school finance election involves a vote on a tax levy or a school bond measure, effective leadership is essential to winning. In School Finance Elections: A Comprehensive Planning Model for Success, 2nd Edition, Lifto and Senden provide a recipe for success. They offer practical, research-based advice for preparing for an election campaign, anticipating potential challenges and managing the process for a successful outcome. With such little room for error, anyone involved in planning and conducting a school finance election should read this book carefully."

Daniel A. Domenech, Executive Director of the American Association of School Administrators

Dr. Don Lifto, Senior Vice President at Springsted Incorporated, and Dr. Brad Senden, Managing Partner at The Center for Community Opinion and Political Designs, have consulted with dozens of school districts running operating and bond elections from New Jersey to California. In 2011, they were featured presenters on referendum topics at AASA, NSBA and ASBO. Their articles have appeared in many national publications.

This workshop will be beneficial to school districts planning an initial debt issuance or revenue cap, or to those coming back for another try after a lost election. It will also feature invaluable strategies in preparing for and conducting a school finance election.

The Cost

MASA members: \$99

Non-members attending in a team (same school district) with a MASA member: \$99

Non-members NOT attending with a MASA member: \$149

Based on past workshops, registering a district team is highly recommended to ensure a common understanding. Registration includes the program, lunch, materials and one copy of School Finance Elections, 2nd Edition, per team.

Cancellations made before or on January 20th will be charged a \$20 cancellation fee. No refunds for cancellations made after January 20, 2012. No shows will be billed.

Registration Form

(Please register by Friday, January 20)

Complete this form and return it to:

MASA
1884 Como Avenue
Saint Paul, Minnesota 55108
Fax: 651-645-7518

Check Enclosed

Mail your check (payable to MASA) to the above address. Please include a copy of your registration form so we know what the payment is for!

PaySchools

Pay by Check, Credit/Debit Card or PayPal via PaySchools by visiting the main page of the MASA Website and clicking on PaySchools on the left hand side of the screen.

- If you prefer to be billed, check here and sign below and fax this form to 651-645-7518 or mail to MASA as directed above.

Signature: _____

Please do not wait for your district to process a check before sending your registration information. That process can slow down your registration and we want to be prepared for you!

For more information, contact MASA at:
651-645-6272, 866-444-5251
or members@mnasa.org.

WORKSHOP INFORMATION:

Friday, January 27, 9:30 a.m. to 4:00 p.m.

Venue at Cray Plaza (formerly Galtier)

380 Jackson Street, Third Floor

Saint Paul, Minnesota 55101

651-223-3000

There is limited parking at Cray Plaza. For additional parking options, visit <http://www.stpaul.gov/index.aspx?NID=1942>

Name _____

Position Title _____

Employing Organization _____

Mailing Address _____

City/State/Zip _____

E-mail Address _____

Office Phone () _____

Please check appropriate registration categories:

_____ **School Board**

_____ **Administrator**

_____ **Parent**

_____ **Staff Member**