



The Minnesota Association of School Administrators (MASA) presents
the 2019 Fall Conference
MN Grown, MN Strong
October 7-8 • Duluth Entertainment Convention Center (DECC)

One great challenge for our members at MASA is to bridge the space between our visions for the future of Minnesota's schools and the realities of today. We live in times of rapid, pervasive change—not just in the technology that affects every part of our lives, but in the fabric of our communities, the expectations of public organizations, the impacts of economic shift, and the interaction of diverse communities locally and globally. As school leaders, we are tasked with preparing students for futures that we cannot dream of. But leaders are learners, and we learn best from one another. It is that collegial support that provides a framework of best practice, demonstrating that “Minnesota Grown means Minnesota Strong.” Join your colleagues this fall and explore the best of leadership practice here in Minnesota!

Sunday, October 6

11 – 11:45 am

Registration - Golf Tournament/Black Bear Golf Course

6 – 8 pm

Welcome Event

Welcome to Duluth! Meet friends and colleagues for a fun, casual evening to kick off the Fall Conference. Join us from 6-8 pm at Grandma's Sports Garden for food and fun.

Our menu includes all-you-can-eat Pizza, Bonotta, Caesar Salad, and Breadsticks with Marinara Sauce. Soft drinks are on the house and we will have a cash bar.

We will announce the Golf Tournament prizes so the bragging rights can start early.

Monday, October 7

7:30 am – 3:45 pm

Registration Open

8:30 – 10 am

General Session – Keynote:

Reaching Your Next Summit:

7 Vertical Lessons & 1 Essential Question to Lead with Impact

presented by Manley Feinberg

Leaders often struggle to deliver better results under heightened challenges and rising expectations. Add the complications of regulations, engaging a multi-generational work force, constantly evolving technology, economic pressure, plus the chaos of day to day life; and you have a serious challenge. This

session will help equip you to lead on the edge, and realize more in your life and work every day. Hear Manley describe how you can:

- Gain strategies to empower you to stretch your comfort zones
- Discover the one area you must micro-manage to gain clarity, focus, and momentum
- Drive innovation
- Identify critical characteristics you need to look for, develop and demand from yourself and every team member, and
- Learn multiple ideas you can use immediately to develop stronger relationships and increase your influence across vertical and horizontal boundaries!

10 am – 2:45 pm

Exhibits Open - Prize drawings at 2:30

10:30 – 11:30 am

Breakout Sessions 1

Strategic Thinking and Agency as Drivers of Change

Jason Berg, Executive Director of Educational Services, Farmington Area Public School

The conversation in education continues to be around reforming the current system. In reality, our system is doing what it was created to do very well. We must shift this conversation from reform to creation. We need a new education system that is created to be equitable by design, one in which each learner can find success based on their individual strengths, interests and passions. True strategic planning allows us to think differently and only by honoring individual agency can we create this new system.

Comprehensive School Mental Health Systems

Sue Abderholden, Executive Director, NAMI Minnesota

Kristin Lofgren, Manager, Department of Human Resources

Mark Sander, Director of School Mental Health, Minneapolis Public Schools

Learn about the components of a comprehensive school mental health system and how they can improve outcomes for students. The three speakers are all committed to improving the mental health of students and will share why it's important to build a comprehensive system that works together.

The Pursuit of Happiness: 7 secrets to a healthier and happier YOU!

Tom Guetzke, CHO, (Chief Happiness Officer) Live Happy, Inc.

Forward thinking educational leaders understand that HAPPINESS is a core competency that optimizes productivity, increases engagement and inspires creativity. Based on the most current scientific research from the fields of positive psychology, sociology, and neuroscience (ie:66% fewer sick leaves-Forbes; 125% less burnout- Greenburg and Arawaka; 51% less turnover-Gallup), you will learn practical strategies for tapping into and nurturing happiness. Understand how to focus on the things you can control, instead of obsessing on what you can't control. Your thoughts, words, and actions can generate waves of happiness that pay dividends well beyond your own life. Put down that cell phone and come listen...you just might hear something that empowers you to create greater happiness in your life!

The Human Factor: Pitfalls in the management and use of technology and how to limit liability and misuse

Anthony Padrnos, Executive Director of Technology, Osseo Area Schools

Tim Palmatier, General Counsel, Osseo Area Schools

Minnesota school districts are continuing to grapple with data and information privacy, coupled with security in an age where everything is becoming digital. As our districts data and information

becomes digital, technical solutions can be employed to help protect it, but our greatest risk will always remain the human element. In this session, we will examine common technology security concerns and potential methods for increasing your cyber security in relation to the humans that interact with our District's information and data. This session is not technical in nature and intended for superintendents, technology leaders, and other district administrators.

Improving Student Engagement and Motivation at the High School and Middle School Level

Robert Metz, Deputy Director, Barr Center

Life experiences, both inside and outside of the classroom, can show up in the forms of disengagement and lack of motivation. This session will explain how relationship-building strategies in the classroom can transform a student's motivation resulting in improved academic performance. Presenters will demonstrate I-Time curriculum, part of the evidence-based Building Assets, Reducing Risks (BARR) model that addresses students' social-emotional development. By taking part in an interactive classroom lesson, attendees will learn how to:

1. Improve student-student and student-teacher communication.
2. Build confidence.
3. Enhance a sense of connectedness with peers and teachers.
4. Increase motivation and engagement.
5. Improve academic achievement.

Anti-Semitism in Minnesota

Dennis Peterson, Superintendent, Minnetonka Schools

Jeff Erickson, Principal, Minnetonka Schools

Steve Hunegs, Executive Director, Jewish Community Relations Council of Minnesota and the Dakotas (JCRC)

Minnetonka High School had an anti-semitism post by two students that became a local and national issue. This presentation will go through the crisis and the follow up activities that followed. We plan to have Steve Hunegs, who is the JCRC Executive Director, join us for more details on rising anti-semitism.

11:30 am – 12:30 pm

Awards Luncheon

1:15 – 2:15 pm

General Session – Richard Green Presentation

The 2019 MASA Richard Green Scholar Presentation, sponsored by Cunningham Group Architecture, Inc.

Female Superintendent Perceptions of Challenges in Seeking and Serving in the Position of Superintendent of Schools

presented by Michelle Mortensen, Superintendent, Renville County West Schools

Throughout the United States, female educators outnumber males in K-12 public school teaching positions and in university educational leadership programs; however, males fill the majority of public school superintendent positions. The underrepresentation of female superintendents in public schools in the United States has remained prevalent throughout history. The purpose of this study was to identify the perceptions of challenges Minnesota female superintendents report they experienced in seeking and serving in the position of superintendent of schools, including their perception regarding school board/superintendent relations. In general, there is a perception that insufficient qualified female superintendent candidates exist. Even with increasing numbers of females obtaining the licensure for superintendency, both exterior and interior barriers have limited females' access to the top leadership position in public schools. This has been in spite of antidiscrimination laws. Join this session and hear from our Green Scholar how study results identified several barriers to seeking and obtaining the superintendent positions -- and that

superintendent/school board relationships are generally positive but often depend on specific issues or situations. Minnesota female superintendents do not seem to be motivated by the title of superintendency. The main goal is student achievement and creating opportunities for students no matter the barriers in their way. These females are resilient in their pursuits for equality while working diligently to be positive role models for other aspiring superintendents and superintendents. Our scholar has concluded that overall, the female superintendents within the study “showed tenacity and were awe-inspiring.”

2:45 – 3:45 pm

Breakout Sessions 2

Developing Better 360-Evaluation Feedback for Superintendents and Other District Leaders

Bruce Miles, Trainer, Big River Group

Accurate data regarding educational leadership performance is challenging at best, and career-threatening if done poorly. This presentation will detail successful models used by MN, WI, and IL districts to provide accurate measurement of performance, as well as provide ideas for personal and professional growth. Samples of tools will be shared with participants, and case studies of successful uses will be presented.

Telling Our Story: A game plan for reputation management

Ben Barton, Superintendent, Princeton Public Schools

Janet Swiecichowski, Vice President, CEL Marketing | PR | Design

Technology- people's expectations and the in-demand labor force has changed how we must approach our communication. Our storytelling impacts organizational culture, staff recruitment, and enrollment marketing. The data shows 86% of younger job seekers (in the first ten years of their careers) use social media in their search, and 45% of job seekers use their mobile devices every day in their job search (*Glassdoor for Employers, 2019). Those same young professionals are the parents who are carefully researching schools for their children. Is your online presence telling your story or is your reputation left up to others who only choose to complain? Superintendent Ben Barton and former director of school communications Janet Swiecichowski describe how to promote your district culture and game plan for success into your online reputation so that it aligns with the student-centered work happening in your schools every day. With specific school examples and success stories, participants will leave rethinking some communication tactics and replacing them with new priorities.

Community Engagement: Keys to referendum success

John Huenink, Vice President, Director of K-12 Construction, Kraus-Anderson

Sue Peterson, Project Manager, School Perceptions LLC

Voters are more likely to support a plan that they understand and had a voice in creating. In this presentation, you will learn how to design and use a community-wide survey to educate stakeholders on the needs of the district and gather data to finalize the solution. Hear firsthand how the community engagement process has helped school districts across the state pass both levies and bonds.

Literacy Excellence: Own it!

Karen Burke, Vice President of Data Analysis and Academic Planning, Scholastic Education

In a world in which too many children are facing barriers to learning, literacy remains one of the biggest predictors of future success. And the responsibility for students' literacy rests in the hands of education leaders. How can we embrace that awesome responsibility and ensure that we are offering every student the keys to literacy? In this session, you will explore the tools to hold yourself accountable for assuring that students build their capacity to read, write, and think effectively— here and now, and for their future.

What Gen Ed Administrators Need to Know to Prevent Section 504 Liability

Laura Booth, Attorney, Ratwik, Roszak & Maloney, P.A.

Christian Shafer, Attorney, Ratwik, Roszak & Maloney, P.A.

We will discuss the growing trend of lawsuits based on the failure of general education staff to follow a 504 plan, and allegations of physical injury. Learn how to teach general education staff about 504 and how to avoid injury and litigation.

Leading While Female: Fostering pathways for executive female educational leadership

Trudy Arriga, Associate Dean, Cal Lutheran University

Delores Lindsey, Co-founder and Education Consultant, Center for Culturally Proficient Educational Practice

Stacie Stanley, Assistant Superintendent, Eden Prairie Schools

Although women represent 77% of the U.S. teacher workforce, just 24% of women serve as superintendents in the U.S. In Minnesota, females represent 16% of superintendents. In August 2018 presenters captured the voice of a diverse group of 30 women leaders to better understand their path to executive educational leadership. Using an interactive format, presenters will share their recent research along with immediately applicable strategies that will help men and women educational leaders strategically develop a pipeline for females to enter the superintendency.

3:45 – 6 pm

Celebration of the MASA Women's Leadership Initiative — All are welcome!

Tuesday, October 8

8 – 11 am

Registration Open

8:30 – 9:30 am

Breakout Sessions 3

Mankato Area Public Schools: A data dashboard journey through equity in public education

Tracy Brovold, Director of Educational Technology and Information Services, Mankato Area Public Schools

Cassie Ray, Information Systems Manager/Data Analyst, Mankato Area Public Schools

At its best, data makes new insights possible. How can we apply the best of data to change the way students experience public education? What does it mean to make "every student visible" through data? What if we could change the way we see our schools? Come learn about the powerful ways Mankato Area Public Schools uses data to change the trajectory of students and, in the process, provide insights into the lived experiences of public schools—all while providing on-the-ground coaching and insights from real people. What could be better? Come be inspired and see the power of data to change the way we see the challenge of creating equitable learning environments.

"Hang on. It's my mom.": Effects of cell phones in the classroom

Maree Hampton, Director of Strategy and Partnerships, LiveMore

Katherine Myers, Executive Director of School Partnerships, LiveMore

Cell phone use is pervasive in our lives, our students included. Learn about implications of cell phone use in the classroom and how you as a leader can promote balanced use of digital devices in ways that increase academic achievement, foster digital wellbeing, and enhance engagement in the school community. Educational leaders are perfectly positioned to lead conversations about cell phone practice in our schools. We will prepare you to lead by:

- Reviewing national and international research about the deleterious effects of cell phones on learning and mental health.
- Presenting recent Minnesota survey results about cell phones in the classroom.
- Learning about the implications of current practices and policies.

- Engaging in discussion with colleagues about cell phone practices.
- Revealing the LiveMore process and action plans to promote digital wellbeing as part of crafting a strong vision for MN Grown, MN Strong kids, teachers, schools, and communities.

Pathways to Teaching: Growing our own

Bill Gronseth, Superintendent, Duluth Public Schools

Jeff Horton, Assistant Superintendent, Duluth Public Schools

Looking for teachers? Paraprofessionals? Looking for ways to diversify your workforce? Duluth Public Schools, The City of Duluth, higher education, and the community are currently partnering to create pathways for students and adults into the field of education. A major focus of this partnership is diversifying the workforce and addressing systemic barriers that limit access to some groups and individuals. This presentation will focus on past, current, and future work being completed to grow your own and diversify your workforce.

Supporting Teachers in Managing Burnout While Working with Trauma-Affected Students

Jennifer Goepfert, Responsive Education Coach and Consultant

Tonya Wilhelm, Therapist and Consultant, Wilhelm Therapy, PA

The current demands of teaching often require our teachers to go beyond the call of duty, particularly as we introduce the topic of trauma-informed teaching. Working with trauma-affected students carries a risk of provider trauma and vicarious trauma that can affect the mental well-being of our teachers. Because of this, we know that trauma-informed teaching isn't sustainable if administrative supports aren't in place. As administrators, we need to be cognizant of the impact of this deep work on our teachers' own mental health. In this workshop, we will talk about the ways you are already supporting your teachers in doing the work of trauma-informed teaching in a way that preserves their mental health. We will introduce some new strategies for strengthening that support. Workshop attendees will walk away with concrete strategies for creating an environment that supports trauma-informed teaching.

Renting Out District Space without Losing the Farm

Amy Diedrich, Public Sector Specialist, Marsh & McClennan Agency

Gary Lee, Deputy Director, Minnesota School Boards Association (MSBA)

School space is generally considered public space for the community to use. This does mean the public is required to sign a lease agreement and have proper coverage. Without it the district is exposed to having to pay gaps in insurance coverage and legal action. You do not want your district to be paying large sums of money out because you did not take the steps protect the district from exposures caused by renting out district facilities without proper insurance and legal coverage. Learn how to balance allowing your community to use the facilities and your obligation to protect the district's interests.

Accessible Professional Development: Building stronger educators

Camille Brandt, Assistant Professor, Bemidji State University

Miriam White, Assistant Professor, Bemidji State University

Research indicates a lack of accessibility to quality, local, and low-cost professional development opportunities specific to the needs of special educators in rural Minnesota. This session will examine trends and pathways towards developing collaborative relationships between local communities of professionals.

9:45 – 10:45 am

Breakout Sessions 4

Power of Your Employees: How to create change and innovation through effective internal communication and increased staff engagement

Bob Noyed, Senior Consultant/Director of Strategy, CESO Communication

School district employees - teachers, in particular - are a powerful force in implementing change and innovation. They can also shoot down most change efforts if they do not feel engaged in the process. This session will provide tips and ideas on how to create a solid base for communicating with internal audiences and to use proven strategies to increase employee engagement.

Voices of Tomorrow: Using student voice to change adult mindsets

Josh Fraser, Principal, Brooklyn Center Public Schools

Jake Sturgis, Chief Storyteller, Captivate Media + Consulting

Changing adult mindsets is one of the most difficult things administrators are tasked with. It is especially tough around the topics of diversity, inclusion, student engagement, and achievement. In Brooklyn Center, there has been a noticeable change with staff and students after using the Voices of Tomorrow framework. By combining authentic student voice and facilitated discussions, we have unlocked a new way to change adult mindsets while improving student achievement and enhancing school culture.

Diversity, Equity, & Inclusion: Considerations for conflict resolution

Regina Seabrook, Program Manager for Professional Development, Equity Alliance MN

Sebastian Witherspoon, Executive Director, Equity Alliance MN

Can core understandings from the field of Diversity, Equity, and Inclusion support intercultural community building and conflict resolution efforts in Minnesota's schools and communities? You Betcha! Come be part of this interactive session and engage in culturally responsive practices that support bridge building across differences.

Keeping Students Safe: Legal issues involving school security

Margaret Skelton, Attorney, Ratwik, Roszak & Maloney, P.A.

Schools have a duty to use reasonable care to provide a safe environment for students. With the renewed media attention on violence and guns in schools, districts face enormous pressure to devise safety plans and policies to protect students and staff. While there are many proposals as to how schools could be made safer, there are legal issues that must be considered. Schools must weigh the state and federal requirements, as well as the potential liability associated with implementing various plans.

School Improvement Plans That Work

Dennis Cheesbrow, Principal and Founder, TeamWorks International

Ray Queener, Senior Consultant, TeamWorks International

Christine Wroblewski, Senior Consultant, TeamWorks International

Do your school improvement plans have you and your staff excited, motivated, aligned, and achieving the student, staff, and family experience and goals you desire? If not, this session will provide a proven approach that brings plans to life, drives improvement in achievement, and develops ownership and accountability. The foundation of school improvement plans is based upon improving the standard work in schools and changing adult behaviors to 1) reduce variability between classrooms, 2) increase equity between classrooms and across the schools, and 3) integrate focused and purposeful innovation - three essential components for successful gains in student learning for all students.

Project RISE: Building a positive partnership with county agencies through cross-systems collaboration

Andrew Almos, Superintendent, East Central Public Schools

Terry Fawcett, Probation Director, Pine County Attorney's Office

Becky Foss, Health and Human Services Director, Pine County Attorney's Office

Resse Frederickson, Attorney, Pine County Attorney's Office

Stefanie Youngberg, Principal, East Central Public Schools

School districts and county agencies quite often are working closely with the same families. Many times, this work is done with little or no collaboration. In this session learn how Pine County, MN

is working across systems to serve families with mental health needs, student attendance concerns, childhood trauma, child protection concerns, and ongoing legal issues affecting a child's ability to be successful at school. The presenters will identify key aspects of serving families when multiple agencies are involved, including ways agencies can work together. All of the presenters are Fellows at Georgetown University's, Center for Juvenile Justice Reform.

11 am – 12 noon

General Session

Hacking Leadership: Telling Your District's Story

presented by Joe Sanfelippo

When is the last time something amazing happened in your school? How many people knew about it? The work done in schools all across the globe is spectacular. Kids gather...learn...leave...and make the world we live in a better place. So...amazing things happen all the time. School perception is often based on the narrative of those who attended years ago. Telling the real story of schools helps create a narrative that builds culture and gives everyone in your community an identity. Utilizing social media and empowering those around you to be the storytellers of your district is a great way to celebrate the success of students with parents and the community. FIND YOUR AUDIENCE...BUILD YOUR BRAND...CELEBRATE KIDS!!