

Ken Dragseth is 2003 MN Superintendent of the Year

MASA has named Dr. Kenneth Dragseth, Superintendent for the Edina Public Schools, the 2003 Minnesota Superintendent of the Year.

As the Minnesota honoree, Ken is a candidate among other state winners for National Superintendent of the Year, to be announced at the American Association of School Administrators (AASA) convention, February 20 – 23, 2003 in New Orleans.

Superintendent of the Year nominees are evaluated on how each candidate demonstrates:

- Leadership for learning—creativity in successfully meeting the needs of students in his or her school system.
- Communication skills—strength in both personal and organizational communication.
- Professionalism—consistently upgrading his or her administrative knowledge and skills, providing professional development and opportunities for other members of the education team, and motivating others.
- Community involvement—active participation in local community activities and understanding of regional, national, and international issues.

Ken was selected for this honor by a panel of representatives from a variety of Minnesota education organizations.

Ken has been superintendent for the Edina Public Schools since 1992. With an enrollment of 7,100 students, the Edina school district is a first-ring suburb on the southwest side of Minneapolis. It is an upper middle class professional community with 73% of its adults over 25 having a college degree. Residents have high expectations for their students and staff, and there is heavy parent involvement in the schools. Over 95% of Edina’s students go on to college, with 83% graduating in five years (according to a recent graduate follow-up study). The average third-, fifth-, and eighth-grade student consistently scores at the top of statewide testing. Typically, ten per cent of the members of each senior class are National Merit finalists or commended students. “A World Class Education Today” is delivered through strong academics, innovative instructional strategies, and extensive extracurricular activities. “The quality of a community is tied to the quality of its school system,” says Edina Mayor Dennis Maetzold. “Surveys conducted by the City of Edina show again and again that the number one reason people move here is the quality of the public school system.”

Minneapolis Superintendent Dr. Carol Johnson nominated Ken for

the Superintendent of the Year Award. “As superintendent of the largest school district in Minnesota, I know the challenges of leading change and promoting strong and continued community support,” says



Ken Dragseth

Dr. Johnson. “Ken has led a (district) that has consistently been engaged in creating and sharing innovative and effective educational programs and practices. Edina was the first district in the nation to identify school start times for secondary students as critical to school success. His efforts were a catalyst for significant national research around achievement and adolescent sleep times. The Edina program was responsible for Minneapolis and many other districts changing school start times to better accommodate students’ learning needs.”

Ken is especially noted for his ability to **Superintendent of the Year ... Continued Page 3**

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The Challenge to Sustain Success



Ken Dragseth

by Ken Dragseth,
MASA President and
Superintendent,
Edina Schools

Several months ago, while attending a district parent organization meeting, I was asked to provide information on how students in our

school district were doing. They wanted to know, like all parents in the state, how our students were doing academically, as well as how they fared in other aspects of our school experience – such as fine arts, athletics, and social skills. I shared the results of our school information report, and talked about the successes of our schools, just as you do in your district. The discussion with this parent group

was a positive moment and people were feeling rightfully proud of what had been accomplished for the students in our schools today.

Then a very supportive and perceptive parent rose to speak. She stated that her oldest child was only in second grade and loved it and she had two children still at home. She stated that hearing how well the students were doing now was gratifying to her. But then she proceeded to say that because her children were yet so young, she really wanted to know from me whether the students who may graduate in 10 to 15 years would have the same degree of success as the students currently experience. She wasn't whining but she was concerned about the social, economic, and political changes around us and whether the successes we now experience with

students could be sustained.

I am convinced that this is one of our major challenges. It is the request articulated by the parent in this meeting. It's the young student in any of our districts who has unbridled trust in our ability to help them. It is the staff member's goal. It is our community's desire and wish for its people. How can we meet the challenges that we experience each day and still tell our parents that their children, who are yet very young, will experience an outstanding educational environment in their educational lives.

In order for us to meet our commitment to these young students and their parents, it is crucial that we as MASA members
Challenge ...
Continued Page 11

MASA Members to Consider Governance Restructuring



Charlie Kyte

by Charlie Kyte,
MASA Executive
Director

The MASA Board of Directors is considering presenting a proposal to the members to restructure the way in which MASA is

governed. The Board of Directors discussed the proposal at their meeting in December and will vote on recommending the proposal to the members at a meeting in February 2003. If the Board decides to recommend restructuring, members would vote on the appropriate bylaw change in March of 2003.

The restructuring proposal is designed to simplify the

relationship between the regions of the state and the Board of Directors. It is further designed to create a direct linkage between those represented and those picked to serve as their representatives on the Board of Directors. The proposal includes a change in representation to the Board of Directors, a change in the process by which officers are elected and a stronger tie between regional leadership and representation on the Board of Directors.

The MASA governance structure was last changed in 1996 to develop a system that was more inclusive of all membership categories of the organization. It also helped to correct what was at that time an imbalance of representation between Metro and Greater Minnesota portions of the membership. While the main

goals of that restructuring were accomplished, the governance structure proved to be unwieldy with confusion about what each elected Board of Director member represented and in the process of conducting elections.

The newly proposed governance structure calls for a 22 member Board of Directors with each Component Group (Superintendent, Special Education Administrator, Central Office Administrator, and Service Provider) each having a specific number of persons elected to the Board of Directors. In addition, the officers of the organization (President-Elect, President, Past President and Treasurer) would serve on the Board of Directors.
Restructuring ...
Continued Page 16

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Superintendent of the Year ... Continued from page 1

create and support an environment for learning. In the nomination process for this award, Ken was asked about the challenges schools face today against a backdrop of the war on terrorism and economic uncertainty.

"The Edina Public Schools knows that first and foremost we must create a safe environment for students," Ken responded.

"Working with parents to calm the fears of our youth, being more sensitive to security issues, partnering with our local fire and police departments, and providing security training to our staff are paramount. In addition, the events of the past year have accelerated our need to make sure that, as our mission states, we 'educate responsible, life-long learners to possess the skills, knowledge, creativity, sense of self-worth, and ethical values necessary to survive and flourish in a rapidly changing, culturally diverse, global society.' The (September 11) crisis placed renewed emphasis on the challenge of understanding and appreciating our diversity within our country and from a global perspective."

climb these three steps. Our strong academic program is geared to the needs of all our learners and continually reviewed so that future needs are addressed. We continue to help students adapt to their changing environment by providing the skills to survive and flourish. We instituted and infused an ethical values program in our district thirteen years ago. Strong academics, worthwhile adaptive skills, and strong ethical values are steps to a more positive future."

Minnesota State Senator Lawrence J. Pogemiller praises Ken's leadership. "I have worked closely with Dr. Dragseth over the last several years," states the Senator, "and have observed closely his abilities as a strong and competent leader. He has been instrumental in advancing state public policies to strengthen and enhance our system of public education for all students in Minnesota. His work on interdistrict desegregation programs has increased opportunities and understanding between diverse groups of students and benefitted both urban and suburban students and is one of the many examples of his capability as a leader in our public education system."

Ken holds doctoral and master's degrees from the University of Minnesota, and a bachelor's degree (Magna Cum Laude)

Late Breaking News: As we go to press, we have learned that Dr. Dragseth has been named one of four finalists for National Superintendent of the Year. The national recipient will be announced at the AASA convention this February in New Orleans.

The learning environment is significantly impacted by the financial climate and increased accountability in schools today. Yet in that context, Ken has led the Edina district to meet challenges creatively and strategically. He asserts that the world students encounter will be continually changing with new challenges constantly rising. "Even though the future is unknowable," he says, "we can help students anticipate what skills will be needed to succeed. Students, I believe, will need to be adept in three areas: academics, adaptation, and ethics . . . The Edina Public Schools strives to

from Gustavus Adolphus College. He participated in the Harvard University Superintendent's Summer Seminar in 2002, and was a Fellow in the Bush Public Schools Executive Development Program (1992-93). Before becoming Superintendent for the Edina Schools in 1992, he held a variety of leadership roles in Edina (starting in 1977), including Dean of Students, Instruction Assistant, Curriculum Coordinator, Principal, Planning Director, and Assistant Superintendent.

Springsted Incorporated, public finance advisors, is sponsor of the Minnesota Superintendent of the Year program. ServiceMASTER and AASA are co-sponsors of the National Superintendent of the Year award program. •

Construction Managers Gaining in Popularity

by Les Sonnabend, Consultant
Bossardt Corporation

As a recent retiree from the superintendency in the fast growing school district of Prior Lake-Savage, I would like to add some comments and a counterpoint to previous columns from John McClellan.

Construction Oversight is Changing:

Construction management not only is gaining in popularity across the state, but in the public sector it is involved in a majority of building projects. To further attest to the changing face of construction, several large general contracting companies now have a separate construction management division.

Construction Manager and Architects:

The question is not whether you have faith in your architect, for anyone would be foolish to start a project in which you did not have faith in your architect, but what can you do to form the strongest team possible to see that you get the biggest bang for your buck and a project completed on time.

Do I need a Construction Manager?

Most school districts do not have personnel with construction background. Many superintendents and business managers may build one school in their lifetime or may be involved in one major renovation in their lifetime. My experience has been that the learning curve is steep and by the time you know what you should be doing, the project can be over. It is my opinion that you need instant expertise to get you on the right track and keep you on the right track throughout the project. Construction management can do this for you.

You can not interview and hire a general contractor but you can interview and hire a construction manager on a timely basis to form a strong team that I mentioned earlier. Reputation and references are easily checked through colleagues around the state and/or region.

What can you expect from Construction Management?

You can expect that the construction

manager will combine with the architect to bring plan documents for your building project that meets your needs and is within budget. It is very helpful to have both the architect and the construction manager doing cost estimating so that you have fewer surprises on bid opening day. You can also expect that a good construction manager will know and encourage many talented contractors to get interested in your project and provide a competitive bidding climate. You can expect a construction manager to have talented people on staff that can adequately supervise your project from a financial standpoint as well as the on-site day-to-day construction work. You can also expect that the construction manager will look out for the best interests of the owner because their fee is predetermined and cost overruns or significant change order amounts do not benefit the construction manager.

**Construction Managers ...
Continued Page 6**

MASA Building Mentoring and Support Network

by Charlie Kyte,
MASA Executive Director

MASA members from all across the state have been asked to identify those members in their region who are best able to provide mentoring and support for other members. Through a strong support network, MASA members who are new to their level of education administration or who are seeking support will be able to have a person in their region of the state to help them.

At all of the fall MASA Regional Meetings, Executive Director Charlie Kyte asked MASA Members to identify the persons in their region who could best help with each of the following three needs:

- The MASA member in the region who is most knowledgeable and would be willing to help members with contract

language strategies and approaches to contract renewals.

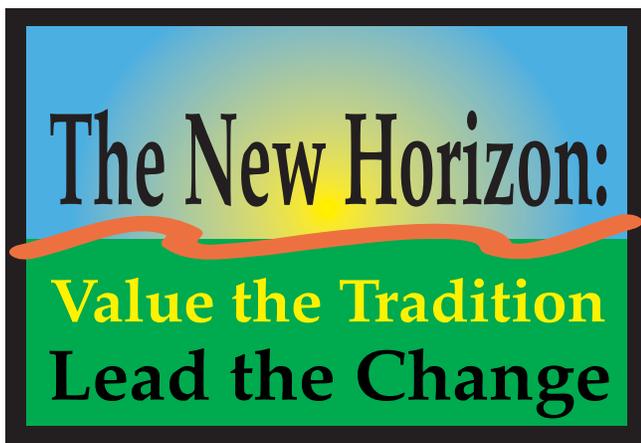
- The members who would have the best ability to help new and newer MASA members as they adjust and learn about their new jobs and positions.
- Members who would have the best ability to help others with operational and political problems and be counted upon to do this work in a confidential manner.

In January, the persons for each of the categories above who are most frequently named by members in the field will be invited to form a cadre of support persons for other MASA members. Persons

identified for each of these areas will have a chance to interact with others who are identified to perform a similar mentoring duty and will receive strategies and training in how to do this work effectively.

By February 2003, the persons identified as the Regional Mentors for each of the three areas will be identified to all of the members and MASA members will then be able to access help and support as needed.

MASA is dedicated to building a strong regional support network of experienced members that can help others as they perform their professional duties as school leaders across the state. •



**2003 Spring Conference
February 27 & 28
Radisson South Hotel,
Bloomington, MN**

Join your colleagues for this important event exploring emerging trends in education and our new political scene. Keynote presenters will inform and inspire. Small group sessions offer insight and practical assistance for leadership issues old and new. The 2003 MASA/MASE Spring Conference, *The New Horizon: Value the Tradition, Lead the Change*, offers all of this and more!

Registration materials will be mailed in early January, and will also be available on the MASA web site (www.mnasa.org).

Conference Highlights . . .

Dr. Willard Daggett, President of the International Center for Leadership in Education, is recognized worldwide for his efforts to move education systems toward more rigorous and relevant skills and knowledge for all students. Hear him discuss how we can better prepare students for our changing world.

Small Group Breakout Sessions will narrow the thematic focus to examine topics such as email as public data, using PDA's, PSEO, budgeting, and legal updates.

Governor Tim Pawlenty will join us to share his vision for the future of Minnesota's schools.

The Exhibit Fair is a convenient way to visit with representatives of companies offering the latest products and services. Sign up for the prize drawings! Don't forget to shop the **Silent Auction**. Profits support the programs of the MASA Foundation.

AASA's Associate Executive Director for Public Policy **Bruce Hunter** will join us to discuss "No Child Left Behind."

Celebrate the accomplishments of your colleagues at Thursday's **Awards Celebration**.

On Friday morning, Minnesota education expert **Joe Graba** will present his perspective of *Transforming Education Through the Creation of New Schools, Public and Private*. A **reaction panel** will further explore his concepts.

Don't miss our **Legislative Outlook Panel**. It won't be an easy session this year, but our panel will offer the latest news and the most reliable forecast.

New this year! Arrange your lodging on line.

Arrange your lodging on line at www.radisson.com/minneapolis_mn_south. Click on "Make a Reservation" and enter the promotional code "MASA." Or contact the Radisson South Hotel directly at (800) 333-3333 or (952) 835-7800. Identify yourself as attending the MASA/MASE Conference and receive a special rate.



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See www.aasa.org/mce for details!

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Saturday, February 22, 8:30-10:15
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Oak Alley Room

Reservation information will be
coming to you soon!

Construction Managers ... Continued from page 4

The Owner's Role:

Yes, you can still be a hands-on owner by attending weekly trailer meetings but most of us have full-time jobs and it is impossible to always prioritize construction and reconstruction projects to be able to attend every meeting when necessary. Just like districts have specialists, such as business managers and curriculum coordinators and personnel administrators to do specialized work, so too should there be specialists to work on construction projects for the benefit of the district. The construction manager will schedule pre-construction meetings. They will make sure that the general conditions of the construction site are in order and proper signage and safety procedures are followed, and that work is completed before it is paid for.

Change Orders:

It has been my experience that there are many more change orders in remodeling projects than on new construction. This does not mean that there will not be change orders in new construction, but they are for an oversight which with a good architect and a good construction manager working hand-in-hand should be minimized. On a remodel there are

many unknowns inside walls and tunnels that you can't predict and thus the need for legitimate action in the form of change orders to take care of these unknowns.

The Future:

In my 25 years of central office administration there has been a decline in the number of general contractors who have the resources and the capacity to bid school projects. As I mentioned earlier, many of these general contracting companies have a division of construction management so that they are able to compete in this arena. One of the real benefits of construction management is that separate bids can be taken on any number of aspects of the building to give the owner the assurance that there is competition for all aspects of the building project and that you know at bidding time who will be doing the work for you. Construction management is a much more open process when good contractors are encouraged to bid and know that the

competition will be fair and that a squeeze will not be put on by a general contractor during the building process to force smaller contractors either to lose money or in the worse case scenario, to go out of business. This was part of my experience in the first major building project in which I was involved.

School districts now have at least 3 viable options in construction. Going the route of using a general contractor who does everything is one. Using a general contractor and hire an "owners rep" is another. Construction management is the third.

Conclusion:

I believe there is a great comfort in knowing ahead of time who is going to be in charge of the construction of your building projects. Construction management is gaining in popularity for this reason as well as opening up the process for more competition and being the owner's selected expert to do a very specialized job. •

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Keith Klein, Burton Nypen Receive Morris Bye Award



Keith Klein



Burton Nypen

Keith Klein, Superintendent for the Pelican Rapids Schools, and Burton Nypen, Superintendent for the Browns Valley Schools, received the Morris Bye Memorial Award at the 2002 MASA Fall Conference, "Leadership—Engaging the Public For Our Public Schools," September 29 -

October 1, in Brainerd.

The Bye Award is presented annually to a superintendent with a minimum of twenty years of successful administrative experience serving Minnesota public schools. The recipient must demonstrate strong educational leadership and a lifelong commitment to the development of all students, and foster innovations in education to enable students to develop personal skills and values such as perseverance, responsibility, and leadership.

Keith Klein

Keith has been the Superintendent of the Pelican Rapids Schools for 24 years, and during that time he has worked to insure the financial stability of the district without the aid of an excess levy. By keeping the administrative and non-instructional support services as lean and efficient as possible, Keith has been able to focus on maintaining a low student/teacher ratio.

Keith has developed creative and innovative methods to enhance student learning, such as the development of a video production program in the high school, which may be one of the most

comprehensive programs in the state. The students film, edit, and produce school concerts, athletic events, and school news programs which air over the local cable public access channel.

Keith has led the district through an immense change in the diversity of the student population. The district began an E.S.L. program in the early 1980's, in response to an influx of immigrants to the community. That program has continued to evolve. Now, more than 20% of the district's student population is comprised of students whose primary home language is not English. With this program in place, all students have the opportunity to reach their full potential.

Burton Nypen

Burt has been a superintendent serving schools in west central Minnesota for 34 years. He has been a champion for small schools since 1955. Burt helped to orchestrate one of the first consolidations of country schools in 1967 by bringing the communities of Chokio and Alberta together. He was instrumental in securing a community grant for an indoor

swimming pool. While serving as Superintendent in Ortonville, Burt worked in collaboration with the Big Stone City, South Dakota and Bellingham school districts to educate all high school students in Ortonville. Currently in Browns Valley, he collaborates with the Sisseton, South Dakota schools, the Wheaton schools, and Clinton Graceville Beardsley schools to provide greater educational opportunities for rural students.

Burt has been a role model to many younger administrators and teachers, including his daughter, Mary, who is a principal in Rochester, Minnesota. He states: "My most important work, as a teacher and school administrator, has been to provide the best possible education for students attending the schools in which I have served." He has worked to employ enthusiastic, talented, and dedicated teachers, and to give them encouragement, freedom, and the necessary resources to enable them to provide their students with a positive and meaningful school experience.

The Morris Bye Memorial Award was created in 1988 by the family of Morris Bye to recognize the efforts and important work of superintendents throughout Minnesota. Bye was a former MASA member who served as Superintendent in the Anoka School District from 1943 to 1964. •

MASA Awards Recognize Outstanding Leadership



Administrators of Excellence Award
Kay E. Jacobs Award
MASA Distinguished Service Award
Morris Bye Memorial Award

Each year, the MASA/MASE Spring Conference provides an opportunity to recognize outstanding members who are dedicated leaders and advocates for children and Minnesota education. We encourage you to consider nominating yourself or a colleague for recognition. Nominate someone who you feel reflects the qualities of a leader who is committed to education and who is an exemplary representative of MASA.

Information packets with award nomination forms have been mailed to all members. Award background information is also available on the MASA web site (www.mnasa.org).

Nominations are due by January 1, 2003.

Welcome New Members

Mr. Tim Alexander
Director of Human Resources
Rochester Schools

Ms. Ellen Arnsdorf
Business Partner Member
Midwest Dairy Council

Mr. Geoffrey Bray
Business Partner Member
Bray Associates Architects, Inc.

Mr. Lawrence Bray
Business Partner Member
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Mr. Gaynard Brown
Director of Special Education
Paul Bunyan Education Coop.

Mr. Paul Carlson
Assistant Superintendent
New London-Spicer Schools

Ms. Sherry Carlstrom
Education Partnership Director
Lightspan, Inc.

Mr. John Cselovski
Superintendent
Round Lake-Brewster Schools

Mr. Josh Decker
Advisor
Education Minnesota ESI

Mr. David Deragisch
Superintendent
Hills-Beaver Creek Schools

Mr. Jim Dillenburg
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Mr. Robert Doetsch
Superintendent
Blackduck Schools

Ms. Reggie Engebretson
Student
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Mr. John Frischmann
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GLT Architects

Mr. Peter Grant
Superintendent
Plainview Schools

Ms. Marsha Gronseth
Executive Director
West Metro Education Program

Mr. James Guetter
Superintendent
Herman-Norcross Schools

Mr. William Hare
Education District Director
Goodhue County Education
District

Mr. Ken Henry
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Warren-Alvarado-Oslo Schools

Mr. Thomas Hiebert
Superintendent
McLeod West Schools

Dr. Craig Hintz
Assistant Superintendent
Minnetonka Schools

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Mr. Jim Johnson
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Ms. Linda Lawrie
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New Members ... Continued from page 8

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Mr. Michael Moriarty
Superintendent
Mabel-Canton Schools

Ms. Anna Nelson
Director of Education
Mesabi Academy

Ms. Connie Nelson
Superintendent
Lake of the Woods Schools

Ms. Tammy Nielsen
Director of Special Education
Northwest Regional Interdistrict

Ms. Karen O'Brien
Director
Intermediate School District 917

Mr. Brent Orr
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Elk River Schools

Mr. Brian Owen
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Mr. David Paschke
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Mr. Gene Paulson
Superintendent
Mesabi East Schools

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Mr. Larry Peterson
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Ms. Patty Phillips
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We recognize that money is tight in most school districts and that some districts believe hiring will be at a minimum. In reality, there are always vacancies and job changes. In a year when finances are tight, the changes often come later in the summer and an online service helps you to quickly

find applicants when they are needed.

This job service is cost effective. You can eliminate the need to make direct contact with placement bureaus and colleges. In the case that a variance is needed, the MASA Jobsite qualifies as a widespread advertising vehicle eliminating the need to advertise in major newspapers. For the price of one ad in the Star Tribune or the Des Moines Register, you can nearly pay for the entire use of the MASA Jobsite for an entire year.

The real strength of this on-line job and applicant site comes with full participation of the districts in Minnesota. With strong district participation, applicants also flock to the site. Thus, it is easier for the districts to find quality applicants and we create a win-win situation.

Last year, 180 Minnesota districts participated in the Jobsites, and so far over 100 districts have joined or renewed their memberships for 2003.

The membership year is January 1 - December 31. New passwords will be distributed in January, so to avoid an

Jobsite News ...
Continued Page 18

What does a school district do to find great staff?



Minnesota Schools Jobsite Online is an effective, inexpensive way for school districts to advertise job openings on the internet. Districts can post unlimited vacancies, for all levels of positions, for a small annual fee. People looking for positions can browse those jobs at no cost.

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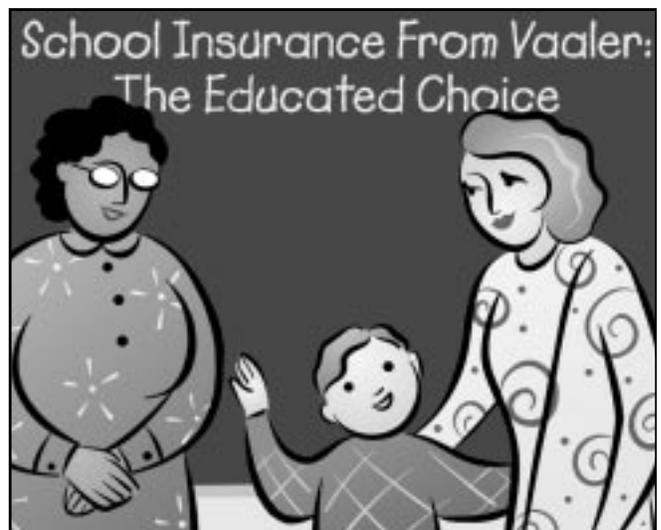
The Jobsite's applicant site streamlines the hiring process for both school districts and applicants. Applicants for licensed positions complete an online screening form that member districts can use to electronically screen applicants according to their own criteria.

Applicants may post their credentials (transcripts, license, letters of recommendation, etc.) to the site.

For most school districts, the annual subscription cost is less than the cost of advertising just one position in the newspaper. And the jobsite postings and applications are available 24 hours a day, 365 days a year. Rates are determined according to district size.

Jobsite Online is a service of the
Minnesota Association of School Administrators
1884 Como Avenue • Saint Paul, MN 55108
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Challenge ... Continued from page 2

do two things. First, we must inform decision makers at the local, state, and federal level that the future of our democracy and the social health of our nation depends on adequately funded excellent public schools, staffed by professionals implementing a rigorous and innovative curriculum meeting the needs of all our students. We must tell them that education is not only about the seniors who are graduating this year but also about the little 6-year-old student who yearns for school and a caring, well-trained staff member in a classroom where class size is manageable. We must not apologize for advocating for students at the legislature or in our meetings with the community. We must continue to point out that education is a life long process and that policy makers must make decisions that speak to maintaining and enhancing the educational possibilities for years to come in Minnesota, not just this year. Secondly, if we are to rally their support, we must also understand that this commitment is a two-way street. We work to continually make our schools and our programs better for our students. We must manage our resources and deal positively with the continuing demand for appropriate stewardship of our taxpayer's funds. And we must be willing to listen to and respond positively to the criticism we encounter. We must participate in the dialogue, not just speak out.

Finally, if we work in this collaboration with our communities and leaders, we will all be able to tell the parents of young children we encounter, that their child will have a great educational experience in the future because many concerned and caring people are working every day to make it happen. •

MASA Recognizes Leadership and Service Congratulations Award Recipients!

MASA service pins and certificates were presented at the 2002 Fall Conference. We proudly recognize these MASA members for their years of leadership as administrators or superintendents.

25 Year Superintendent (Gold Pin with Ruby):

Marty Duncan, Superintendent on leave
Jim Mantzke, Superintendent, Becker Schools
Jerry Nesland, Executive Director, Northwest Service Cooperative

20 Year Superintendent (Gold Pin):

Marty Avelsgaard, Superintendent, Lake Superior Schools
Donald Langan, Superintendent, St. Louis County Schools
Rollie Morud, Superintendent, Bemidji Area Schools

10 year Superintendent Certificate:

Kelly Smith, Superintendent, Red Wing Schools

30 Year Administrator (Silver Pin with Sapphire):

Mike Novak, Superintendent, Cass Lake-Bena Schools
Roger Schmidt, Superintendent, BOLD Schools

25 Year Administrator (Silver Pin with Ruby):

Jack Almos, Superintendent, Hinckley-Finlayson Schools
Kenneth Dragseth, Superintendent, Edina Schools
Jon Huttemier, Assistant Superintendent, Bemidji Area Schools
Antoinette Johns, Superintendent, Brooklyn Center Schools
Richard Lorensen, Superintendent, Plummer Schools
Bruce Montplaisir, Superintendent, Lewiston-Altura Schools
James Redfield, Superintendent, Lester Prairie Schools

20 Year Administrator (Silver Pin):

Ray Farwell, Superintendent, Montgomery-Lonsdale Schools
Richard Magaard, Superintendent, Nevis Schools
Russell Martinson, Executive Director, Freshwater Education District
Robert Schaefer, Principal, Browerville Schools
Barbara Troolin, Director of Special Services,
South Washington County Schools

15 Year Administrator Certificate:

Anthony Boyer, Superintendent, LeCenter Schools
Randy Grupe, Superintendent, Martin County West Schools
John Hornung, Superintendent, Nicollet Schools
Michael McLoughlin, Superintendent, Hawley Schools
Bev Stofferahn, Superintendent, Chaska Schools

10 Year Administrator Certificate:

David Holmquist, Superintendent, Verndale Schools
Linda Mitchell, Superintendent,
Minnesota State Academy for the Deaf
Dale Svaren, Superintendent, Eagle Valley Schools
Elaine Sveen, Superintendent
Minnesota State Academy for the Blind
John Varner, Superintendent, Onamia Schools





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Thank You Conference Sponsors !

A special thank you to our friends in business who sponsored portions of the 2002 MASA Fall Conference. Your participation means MASA is able to offer a higher quality conference and participants' professional development is enhanced. You make a difference for Minnesota education!

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The University of Minnesota's College of Education and Human Development offers Master of Arts (M.A.) and Doctor of Philosophy (Ph.D.) degrees in Evaluation Studies, as well as a 4-course sequence leading to the Evaluation Certificate. The Evaluation Studies Program offers a unique course of study to those seeking to inform the decision-making process in a variety of fields, including

education, business, and the social services. Evaluation studies students build upon a foundation of knowledge in evaluation theory and practice supplemented with coursework in such areas as organizational development, education systems, and conflict resolution. Graduates leave with a portfolio filled with the tools of the evaluation trade: qualitative and quantitative inquiry methods,

communication skills and computer database analysis experience gleaned not only from time in the classroom but also from internships and collaboration with evaluation professionals in real-world settings. Please contact Alice Thomas, Coordinator of Graduate Studies at (612) 626-9377 or thoma078@umn.edu. For additional information, go to <http://education.umn.edu/EdPA/es/default.html> •

CHAMPIONS FOR *children*

Over Heads and Into Homes



Shari Prest

by Shari Prest
Ark Associates

There are special interest groups working diligently to negatively influence public perceptions about school funding and educational outcomes. The

strategy that has been most effective for those groups in recent years is to go over the heads of legislators and deliver their messages directly to voters. The Taxpayers League, for example, has used this method to challenge our cultural quality of life values and achieve some of their anti-tax objectives.

As a system that depends on tax dollars for our success, we have been under attack and must embark on unprecedented information campaigns in order to help people understand the role, status, value, and needs of public education prior to the 2003 legislative funding session. Following are some ways you can do that without compromising the propriety of your positions.

- √ **Get the good news out.** Include in every communication from your district some information on the successes of schools at the local or state level. Be sure to send a copy to your local service groups and legislators.
- √ **Solicit feedback about the schools from students, staff and community members.** Find out what perceptions are and why they exist. Consider all input carefully, sorting out areas where a lack of accurate information has allowed

misinformation to exist.

- √ **Make optional talking points available to staff members on issues critical to school support and improvement.** Encourage them to be public relations representatives of the system.
- √ **Help parents become active advocates for the schools by regularly providing them with accurate information about school funding, spending, needs and outcomes.** Make yourself available to them if they have questions, comments, or concerns. Consider a weekly e-mail newsletter to keep them informed in a timely manner.
- √ **Provide the local media with timely and credible information about how past or proposed legislation will impact their schools.** Suggest how legislation might be structured to build upon the strength of our current system while diminishing its weaknesses. Never whine and always be prepared with alternatives.

- √ **Build relationships with advocates and adversaries alike.** There is something to be learned from all perspectives. Perhaps that “something” will provide the bridge to resolution and improvement. Almost certainly, it will encourage more respectful and loyal relationships.
- √ **Go to the Champions for Children™ link on your organization’s web site to review and consider ways you might strengthen public support for your school(s)...then put them into action.** Whether you implement a public relations campaign or not, the other side already is.
- √ **Just do it!** Use every opportunity to influence perceptions during this funding year in favor of learners and learning. Our future depends on it.

“I always wondered why someone didn’t do something about that, then I realized that I was someone.” –Lily Tomlin •

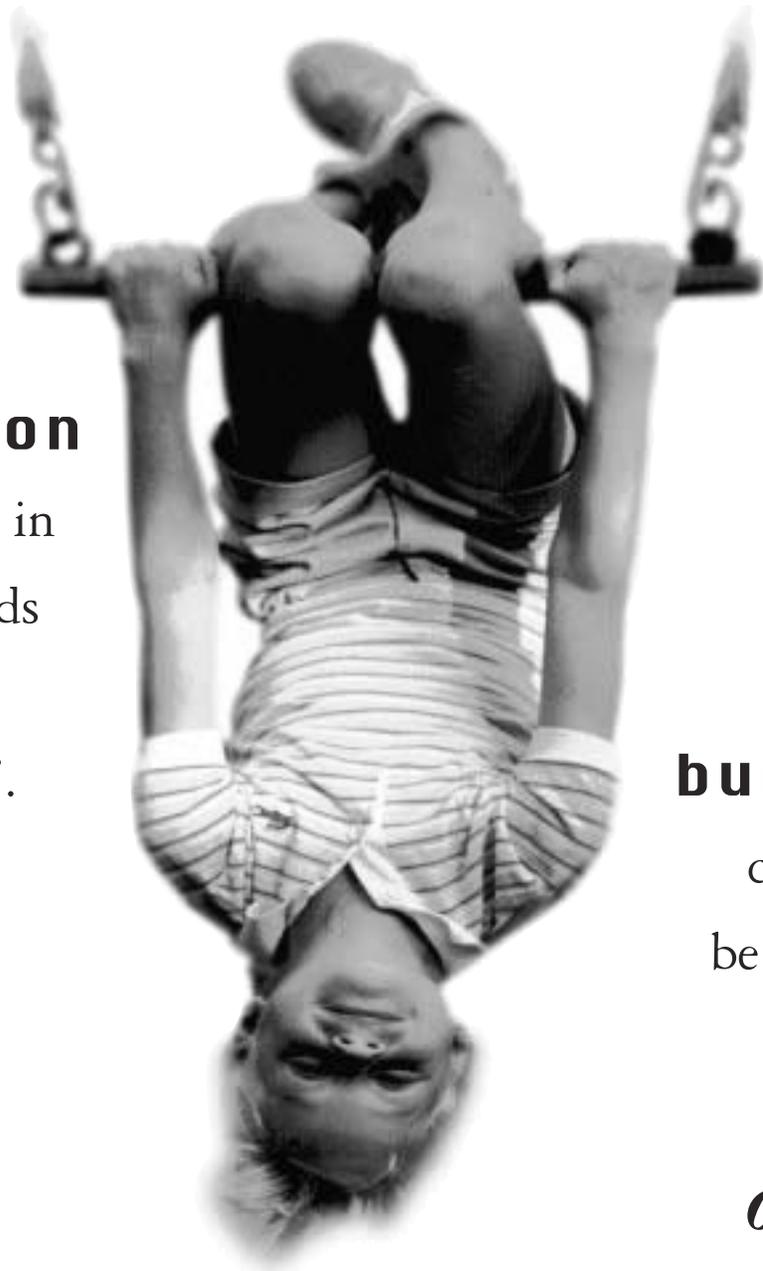
Minnesota Administrators Leadership Forum 2003-04 Preregistration Information

MALF training is available to licensed school administrators who are currently practicing in a building or at the district level. Those who would like to be placed on the pre-registration list for the 2003-2004 Forum training should visit the MALF website at www.mn-admin-forum.org and fill out the form on the registration page.

You will receive information in March instructing you on how to formally register for the training. Training will begin in June. If you have any further questions, please contact Kristine Bryan Nielsen at kris@mn-admin-forum.org or 651-251-0314.

The Forum is a partnership of CFL, MASA, MASSP, and MESPA.

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Restructuring ... Continued from page 2

Finally, there would be one Retiree Member and two persons representing the urban core of the metropolitan area.

This structure will provide a balance between Greater Minnesota and Metro membership on the Board. It would directly link each representative back to a specific constituency group that makes up a portion of the membership.

A second component of the reorganization addresses the issue of officers. It is recommended that the President-Elect of MASA be alternated between Greater Minnesota and Metro Area schools. This is a change from the present 'AA' alternating 'A' arrangement. It would insure that officers alternate every other year between the Metro and the Greater Minnesota areas. In addition, the proposal recommends dropping the President position of each of the Component Groups. At present, there is a President of the Superintendent Component Group, Special Education Administrator Component Group, Central Office Administrator Component Group, and Service Provider Component Group. These roles have had little responsibility and tend to be redundant within the organization. Thus, these roles are being dropped in the

proposed governance restructuring.

A third component of the proposed change is that of more closely connecting the regional leadership to the Board of Directors. Each region would continue to have an independent regional structure. However, the state level bylaws would indicate that the elected regional representative of the Superintendent Component Group would be either the Regional Leader or be on the Regional Leadership Team. In this way, information from the state level can better be communicated to the regions and regional concerns can better be transmitted back to the state level governing board.

No governance structure is perfect, nor can it meet every need of an organization. However, the proposed governance change fine-tunes the model, which was adopted in 1996. It still provides for full participation of all Component Groups. It will clarify the relationship from member, to regional participation, to state level governance. Upon approval by the MASA Board of Directors, it is recommended that each member study the proposal that will be placed before them and participate in the decision making process. •

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Application Deadline for 2003 is January 10

The Discover Card Tribute Award Scholarship Program recognizes and rewards high school juniors who have accomplishments beyond academics. Up to nine \$2,500 state scholarships and nine \$25,000 national scholarships are available annually. MASA has assisted with the \$1.5 million national program for the past 10 years.

The Discover Card Tribute Award Scholarship program:

- Is sponsored by Discover® Card, in cooperation with the American Association of School Administrators (AASA)
- Recognizes the achievements of high school juniors in areas beyond academics, and
- Awards scholarships for any type of post-high school education or training.

Who may apply? Applicants for the 2003 program year must:

- Be a high school junior as of September 2002
- Have a cumulative grade point average for the 9th and 10th grade years only of at least 2.75 on a 4.0 scale, and

- Be enrolled in an accredited public or private high school in the U.S. or the District of Columbia.

For what may this scholarship be used? Scholarships may be used for any type of education and/or training beyond high school, including:

- certification or license
- trade or technical school, or
- two- or four-year colleges and universities.

How many scholarships are available and how much are the scholarships worth? There are two levels of Tribute Award scholarships:

- State (and District of Columbia) Scholarships:
Up to 9 Awards: \$2,500 each
- National Scholarships:
Up to 9 Awards: \$25,000 each

When is the 2003 application deadline? The application deadline for the 2003 program is Friday, January 10, 2003. Application materials for the 2003 program for students becoming high school juniors in the fall of 2002 were sent to high schools in September 2002. Applications are also available on the AASA website (www.aasa.org).

Jobsite News ... Continued from page 10

interruption in your service, it is important to renew right away!

MASA Jobsite to List All Administrative Vacancy Listings

Beginning January 1, the MASA Jobsite will list all school district administrative job postings **free of charge to all school districts in the state**. Just call Jeanna Quinn at MASA (651-645-6272) or email her at members@mnasa.org. She will post jobs each Friday.

Jobsite User Training Now Even Easier!

Hot off the press! This year, all school district subscribers to the MASA Jobsite will receive user training CD's that were carefully created to make any site user an expert in just a few clicks.

The CD's run on browser software and are set up to work like a web site—simply click on the topic of interest and

you will get video instruction from MASA's experts, Fred Kunze and Dennis Rens.

MASA will also distribute the CD's to colleges' educator preparation programs and career services for applicant training.

Please feel free to copy the CD and distribute it as needed.



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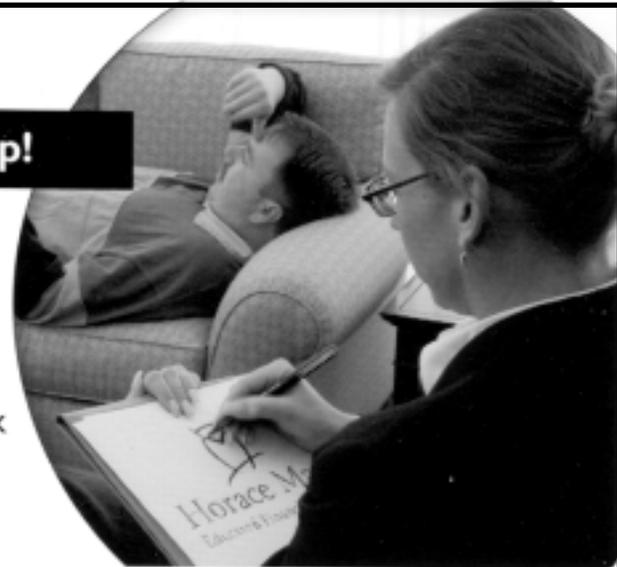
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Photo Op

Earlier this school year, Executive Director Charlie Kyte, MASA President Ken Dragseth, and MASA President-Elect Antoinette Johns attended an AASA meeting on federal issues in education. Here are two of Charlie's photos from their trip:



Charlie, Ken, Toni, and Senator Paul Wellstone



Ken, Toni, and Congressman Jim Ramstad

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Calendar 2002-03

**December 23 - 25
& January 1**

Winter Holidays
MASA Offices Closed

January 7
Legislative Session Convenes

January 15 - 17
MSBA Convention
Minneapolis

January 16
*"Surviving the January - June
Budgeting and Staffing
Process"*
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Minneapolis Convention
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February 5
Board Meetings
MASA Office

- Executive Committee
9 - 10:45 am
- Board of Directors
11 am - 4 pm

February 14
*Spring Newsletter
Submissions Due*

February 20 - 23
*AASA National Conference
on Education*
New Orleans

February 22
*Minnesota Breakfast
at the AASA Convention*
New Orleans

February 27 - 28
*MASA/MASE Spring
Conference*
Radisson South, Bloomington

April 9
Board Meetings
MASA Office

- Executive Committee
9 - 10:45 am
- Board of Directors
11 am - 4 pm

April 18
Spring Holiday
MASA Offices Closed

May 16
*Summer Newsletter
Submissions Due*

May 26
Memorial Day Holiday
MASA Offices Closed

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