Welcome to WASDA’s July edition of our online Newsletter and our official kick-off for the 2017-2018 year!

The WASDA staff has been busy preparing for the new year. Membership renewals were emailed to all Wisconsin public school superintendents in late May. Payment for the 2017-18 school year is due in the WASDA office by August 4. If you need another form emailed or mailed to you, please contact Jessica in the WASDA office at jschwedrsky@wasda.org. Jessica will also be very busy updating member files. This is the time of year when we see the greatest number of changes in our membership. If you have moved to a new district, please keep her informed of your new address, email address, etc. Since the majority of our communication with you will be via email and our website, it is imperative that we are kept up to date!

We look forward to seeing many of you at our upcoming Summer Legal Seminar at the beautiful Stone Harbor Resort in Sturgeon Bay at the end of July. This is always a great kick-off to a new year of professional activities. If you have never attended it, please consider doing so. A reminder that graduate credit will also be offered through Viterbo University for attendance at this event.

Finally, we hope you are all enjoying a great summer!
Dear Colleagues,

I hope this finds you well. July is a time to bring closure to the past school year and solidify plans for the year ahead. It is also a great time to engage in a bit of self-care, a time to reflect, rest, and renew so that each of us can be at our best in service to others.

The summer months afford me the time to renew by revisiting and more deeply contemplating readings of the past year, as well as taking the opportunity to catch up on other professional reading. I've recently been reviewing Essentialism: The Disciplined Pursuit of Less (McKeown, 2014), a past reading of our leadership team.

One of the significant activities we engage in during the summer is setting priorities for the upcoming year. McKeown reminds me that multiple priorities are a modern phenomenon. The author indicates that, "the word priority came into the English language in the 1400s. It was singular. It meant the very first or prior thing," and remained singular for the next 500 years! A priority. Singular. What is essential, first and most important? If you could set one priority for the 2017-18 school year, what would that be? What high-leverage priority would make a significant difference for your organization, your community, and your students?

As I write, the biennial budget continues to evolve, and competing priorities in our great state have implications for each of our districts and for the children who attend our public schools. I appreciate and respect your advocacy on behalf of all of the students who attend our schools and encourage you to continue your advocacy efforts. Engaging in advocacy is an important mission, and for so many, it has been a priority.

Finally, I encourage you to join colleagues in professional learning by attending the WASDA Summer Legal Seminar at the end of the month. The topics are timely and contribute to professional growth - and the venue provides a time for reflection, rest, and renewal.

Take time for what is most important. I leave you with one final thought from McKeown - If you don't prioritize your life, someone else will.

Best regards,

Barb

Barbara J. Sramek, Ph.D.
WASDA President
District Administrator
Marshall Public Schools
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WASDA
Executive Director’s Message
July 2017
Dr. Jon Bales

“Please Take Care of Yourself”

Please click on the link below to hear a message from Jon.

CLICK HERE.

Please send your comments and questions to Jon - jbales@wasda.org.

THANK YOU TO PAST PRESIDENT TODD GRAY

The members of WASDA extend their sincere appreciation to Todd Gray as he served as the President and leader of WASDA for the past year. Serving as President of the leading educational professional administrators association for the state is a very demanding and challenging position. Todd did an excellent job of serving in that capacity. The WASDA members recognized his leadership capabilities and attributes as he led the school district superintendents during this past year and wish to publicly express their sincere appreciation for the efforts given to improve the status of education in Wisconsin.

Todd joins the long list of Past Presidents of the WASDA that have successfully led our state association toward an improved and stronger organization. Todd, we wish you to know that your efforts and your contributions were and are hereby acknowledged and appreciated by the WASDA members.
DR. LEE R. MCMURRIN

Dr. Lee McMurrin, 86, of Covington, Washington, passed away peacefully and joined his dear wife in heaven at 11:30 PM, Sunday, June 11, 2017 at his home surrounded by his loving family.

He was born June 29, 1930 in Wakarusa, Indiana to Albert and Myrtle McMurrin and married Frances McMurrin on August 16, 1957. Lee and Frances, who preceded his death, were married for 51 years. He is survived by his sister-in-law and brother-in-law, Betty Jean and Mason Christian of Holly Hill, Florida, brothers Nathan McMurrin of Davenport, Iowa and Roger McMurrin of Kiev, Ukraine; two daughters, Michelle McMurrin Park (son-in-law John Park) of Covington, Washington, Marianne McMurrin of Tempe, Arizona, and one son, Marshall McMurrin of Tillamook, Oregon. Also surviving are five grandchildren, Nicholas Bursi (Wife Alicia Bursi) of Albuquerque, New Mexico; Bethany Grove (Husband Andrew Grove) of Renton, Washington; Zachary Bursi of Tempe, Arizona; Shannon O'Neil of San Diego, California; and Wynston Park of Covington, Washington. Lee’s sister Norma Burris, and brothers Paul and Dwight McMurrin preceded his death. Lee was the uncle to twenty-five nieces and nephews.

Lee will be remembered most as a loving, caring, and devoted husband to wife Frances, and a loving, guiding and generous father, grandfather and brother to his family.

His career in education spanned more than 40 years, starting as a fifth grade teacher in a small Ohio school district. He went on to hold positions as an elementary supervisor in three Ohio school districts before becoming deputy superintendent of schools in Toledo, Ohio. Dr. McMurrin subsequently accepted the position of superintendent of schools in Milwaukee, Wisconsin for 12 years. Before retiring, he was the superintendent of the Beachwood City Schools (Ohio) for seven years. Dr. McMurrin earned a Ph.D. in educational administration from the University of Toledo in Ohio, a M.S. in educational administration from the University of Cincinnati (Ohio) and a B.S. in Secondary Education from Olivet Nazarene University in Illinois, graduating with honors from all three institutions.

He was an Army Veteran and served during the Korean War, a great athlete and worked hard to stay fit until his passing, a world traveler, a master gardener, a licensed HAM radio operator, a huge Ohio State Buckeye fan, he loved listening to Al Hirt and Mahalia Jackson, and he wrote and published three books in his 80's. Lee's big smile, eternal optimistic spirit, always-on-the-go to get things accomplished with his fast-paced walk, great laugh, warm heart, baritone voice, showing kindness and generosity to everyone in need, makes him a hero to all who knew and loved him. The funeral service and burial were held on Thursday, June 15 at 9:00 AM at the Tahoma National Cemetery in Covington, Washington, followed by a visitation at the home of Michelle McMurrin Park.

NEW SUPERINTENDENTS

If you are leaving your district, please be sure to notify the WASDA office of the name of the new person who will be assuming the superintendency. If the new person is either new to the superintendency or new to the state of Wisconsin, be sure to have them hold the dates of August 1-2 for the First Year Superintendents Academy Workshop I for the 2017-18 school year, which will be held at the Holiday Inn-Stevens Point.
Thank you for your service to your professional association!

WISCONSIN ASSOCIATION OF SCHOOL DISTRICT ADMINISTRATORS
Board of Directors
July 1, 2016 - June 30, 2017

FIRST ROW: Jon Bales, WASDA Executive Director; Louise Blankenheim, CESA #7; Deb Kerr, CESA #1/WASDA Past President; and Bryce Bird, CESA #3.
SECOND ROW: Barbara Sramek, CESA #2/WASDA President-elect; Nick Ouellette, CESA #11; Steve Bloom, CESA #2-East; Cindy Zahrte, CESA #4; and Chris Patritto, CESA #12.
THIRD ROW: Todd Gray, Lt. Schools Rep.; WASDA President; Larry Ouimette, CESA #9; Keith Kriewaldt, CESA #6; Paul Schley, CESA #10; and Todd Carlson, CESA #8.
MISSING: Gus Knitt, CESA #5

WASDA BOARD OF DIRECTORS ELECTION RESULTS

Elections were recently held in the following CESAs. The WASDA members listed will begin their three-year terms on the Board on July 1.

CESA #1  Blake Peuse - St. Francis
CESA #5  Greg Nyen - Waupaca
CESA #6  Annette Thompson - Dodgeland
CESA #7  John Zegers - West DePere (Two-year term)
CESA #9  Larry Ouimette - Lac du Flambeau
CESA #12  Kurt Lindau - Winter

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Dear WASDA Friends and Colleagues,

"School's out for the summer" - at least according to rocker Alice Cooper. If you are like me, this is the time of year that you are able to catch a breather and reflect upon the previous school year while also gearing up for the beginning of a new school term. Hopefully, you have been able to celebrate your triumphs and successes from the previous year and build on positive momentum moving forward next school year.

As I reflect upon the conclusion of my thirteenth year as a district administrator, the summer takes on its own rhythm and pulse. Summer time, it seems to me, takes on a significantly different "feel" than the hours, days, weeks and months of the school year. Personally, I refuse to wear a watch during the summer. I take it off the day after school is out and do not put it back on until the first day of school. This provides me with the psychological comfort that time is now my own and my professional life is no longer governed by seemingly endless meetings, attendance at school related arts, music and athletic events or taking care of student and staff member needs. Try it! (Let's face it; you can always check your cell phone or other electronic device to find out the time anyway).

We are experiencing some very interesting times in public education in Wisconsin. To paraphrase from Charles Dickens, "it may be the best of times; it may be the worst of times." Frankly, it feels like it will get worse before getting better. As school leaders, we need to stay the course and place trust in ourselves and in our profession to do the right things for students and young adults. The WASDA Board of Directors and Executive Director Dr. Jon Bales stand prepared and ready to support your work at the local level. The alignment of our organizational Mission and recently approved Constitution and Bylaws means that we are positioned to be consistent in what we say and do as a professional organization.

Recall, if you will, the 2004 movie "Meet the Fockers" in which the character played by Robert DeNiro, when meeting his future son-in-law portrayed by actor Ben Stiller, presented the image of the "Circle of Trust" drawn on a piece of paper. The image is of a large circle with a dot drawn on the outside of the circle labeled "this is you."

I think that we need to all be sure that we are making an effort to remain "inside the circle" as we collectively respond to the many and diverse challenges facing us locally, as well as at the state and national levels. The ability to remain together presents both unique challenges and opportunities as circumstances presently promote individualistic actions and not unity of purpose as Wisconsin school district leaders.

Thank you once again for being actively involved in WASDA, your professional organization. I hope that this summer includes your attendance at the upcoming WASDA Legal Seminar. To the three dozen new district administrators in Wisconsin this year, congratulations on the completion of your first year. To those recipients of service award recognition at the annual WASDA spring conference banquet (350 years of service combined) thank you for your dedicated service. As for those who retired at the conclusion of this past school year, all the very best and thank you for your dedicated service to your communities and children who reside in them. Since superintendents typically "fail" at retirement, I know that we will see many of you in active service to public schools this coming school year.

Alice Cooper also sang that "School's out forever." For most of us that is not true so please make good use of your summer and balance out your personal and professional life. Set the watch aside. You will feel better doing so!
The Wisconsin Association of School District Administrators (WASDA) has worked directly with some of the most prestigious school law firms in the state to set up this year's summer **LEGAL ISSUES SEMINAR**. Below is an outline of this year's seminar. Please note that the annual golf outing will again be a pre-conference activity and will be held at 12 p.m. at the [Idlewild Golf Course](#) on Wednesday, July 26.

**WEDNESDAY, JULY 26:**

- 5:30 p.m. REGISTRATION OPENS
- 6:00 p.m. DINNER *(Included with registration fee)*
  
  Spouses may register for this meal on the registration form.
  
  **Enjoy various stations set up throughout the ballroom featuring prime rib, burgundy beef tips, vegetarian lasagna, stuffed shells with meat sauce, beef enchilada casserole, taco pizza and much more!**

- 7:15 p.m. YOU MAKE THE CALL

  Again, the Wednesday evening program for the Legal Seminar will involve an informative, yet entertaining, way to learn school law. This year the attorneys will present cases with a set of possible answers and each table will have to select what they believe to be the correct answer. This activity should provide for lots of table discussion and an opportunity to put on your legal thinking cap while debating these legally complex cases with your colleagues.

**THURSDAY, JULY 27:**

- 7:15 a.m. COMPLIMENTARY CONTINENTAL BREAKFAST FOR SEMINAR REGISTRANTS
- 8:00 a.m. ENDREW F. AND TOP 10 ESSENTIALS DISTRICT ADMINISTRATORS NEED TO KNOW RIGHT NOW

  In this presentation, Gary Ruesch will review the Endrew F. decision and how SCOTUS's reinterpreted FAPE standard should be applied by IEP teams, especially to students with behavior problems. He will also cover the top 10 things that administrators need to know right now. The array of topics will include important lessons from recent case law, avoiding common mistakes, and an update on cutting edge legal issues, such as transgender students, IDEA Exhaustion requirements, and education gossip from Washington DC."

  **Presenter: Attorney Gary Ruesch, Buelow Vetter Law Firm**

- 9:15 a.m. BREAK
9:30 a.m. - AVOIDING LEGAL TRAPS AND PITFALLS

As every district administrator has learned (or will learn soon enough), not all legal requirements are well-known or intuitive. In fact, almost every district administrator is faced with the response, "But that is how we have always done it!" when he or she has made an internal inquiry regarding whether a particular procedure or action comports with legal standards. In contrast to the other topics, this presentation will not focus on legal "updates," but rather will share a collection of "legalities" which pose common "traps" that arise in the cycle of a school year. Everything from annual meetings, board meetings, conflicts of interest, records, policies, and employment will be addressed with specific insights designed to assist the district administrator be legally compliant.

Presenter: Attorney Michael Julka, Boardman Clark

10:45 a.m. BREAK

11:00 a.m. - FACEBOOK, TWITTER, AND INSTAGRAM, OH MY. SOCIAL MEDIA GUIDELINES FOR SCHOOL ADMINISTRATORS

Social media platforms allow school districts to engage students, their parents, and the community at large. But hosting social media sites and web pages involves a host of challenges and concerns. School administrators must take into consideration constitutional rights, a multitude of federal and state laws and regulations, and other legal obligations. How can schools best take advantage of the benefits social media provides while avoiding potential legal pitfalls?

Attorney Jerilyn Jacobs, Weld, Riley, Prenn & Ricci

12:15 p.m. NOON LUNCHEON (Included in registration fee)

Spouses may register for this meal on the registration form.

1:15 p.m. - LEGAL ISSUES ROUND TABLES

Double your learning about legal issues. WASDA members frequently claim they learn as much from each other at conferences as they do from the speakers. In this session administrators will meet at round tables where they will share experiences on specific legal issues and create questions for a panel of some of the leading school attorneys in the state. Here is a chance to tap the best of both worlds.

Panel: Attorney Steve Weld, Attorney Gary Ruesch, Attorney Kirk Strang, and Attorney Mike Julka, and Attorney Jerilyn Jacobs

2:15 p.m. FREE TIME FOR FAMILY ACTIVITIES

5:30 p.m. - RECEPTION

6:30 p.m. Catch up on the day's events and the plans for your evening with your colleagues. Registrants and spouses are invited to this casual reception.

FRIDAY, JULY 28:

7:30 a.m. COMPLIMENTARY CONTINENTAL BREAKFAST FOR SEMINAR REGISTRANTS

8:15 a.m. SCHOOL AND EDUCATION LAW UPDATE

This session will help you to meet the challenges of the 2017-2018 school year by providing you with a comprehensive overview of the legal issues that administrators will confront as managers and as educators.
This session will cover the latest developments in the courts, administrative agencies, and state legislature, including recent developments with the state budget. Administrators will be briefed on the most pertinent decisions and legislation that they need to account for from the past year to manage their districts and brief their school boards and administrative teams. This session will also identify strategies, policy issues, and other related matters for administrators to consider, as well as state and federal developments that have or will affect public education practice in Wisconsin.

*Presenter: Attorney Kirk Strang of Strang, Patteson, Renning, Lewis & Lacy, s.c.*

9:30 a.m.  **BREAK**

9:45 a.m.  **LABOR AND EMPLOYMENT LAW UPDATE**

11:00 a.m.  **SEMINAR ADJOURNS**

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We share your commitment to public education and our children's futures. And we're ready to help you meet the challenges that the school year will bring.
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2018 National Superintendent of the Year Program

About the Program
Now in its 30th year, the AASA National Superintendent of the Year Program pays tribute to the talent and vision of the men and women who lead our nation's public schools. This program is sponsored by ARAMARK Education, VALIC and AASA.

Eligibility
Any superintendent, chancellor or top leader of a school system in the United States who plans to continue in the profession may be nominated. This program is designed to recognize the outstanding leadership of active, front-line superintendents. It is not recognition of service at retirement or a program to reward current state or national leaders.

Nomination
Each candidate for the National Superintendent of the Year Award must first be named by their state association as the State Superintendent of the Year.

The nominator must include a letter of nomination with the application submitted online.

AASA notifies the candidate of the nomination and provides instructions for submitting the application.

Candidates submit the application online through the AASA website.

Completed nominations must be received online at AASA by August 1.

The deadline for completed applications for State Superintendent for Wisconsin is SEPTEMBER 1.

Completed nominations from State Associations must be received online at AASA by November 1.

Completed applications for the National Superintendent of the Year Award must be received online at AASA by November 1.

Application
Visit http://soy.aasa.org for all the details!

Awards
The AASA National Superintendent of the Year presents a $10,000 scholarship to a student in the high school from which he/she graduated. All state and overseas nominees receive a medallion and are honored at AASA's National Conference on Education.

Staff Contact:
Bernadine Futrell, Director of Awards and Collaborations
bfutrell@aasa.org