



# **2008 MASA Midwinter Conference Detroit, Michigan Renaissance Center January 23-25, 2008**

**Tuesday, January 22, 2008**

8:20 a.m. – 4:00 p.m.

## **Contract Planning & Pre-Retirement Strategies**

This informative 1-day pre-conference event will explore legal ramifications, potential pitfalls, and various options to consider in securing a solid contract that protects your interests, is fair to all parties, and reduces your stress when retirement draws near.

The first half of the day will be for the whole group. The afternoon will provide participants the option of two tracks, one for those with retirement in the near future and the other for those that are beginning to plan their retirement in the mid to longer range time frame. There will also be the option (as we did last year) for members to sign up for min-private contract review sessions with Tom Derderian of *Kluck and Associates*.

3:00 p.m. – 6:00 p.m.

## **MASA Executive Board Meeting**

**Wednesday, January 23, 2008**

7:00 a.m. – 4:00 p.m.

## **MASA Conference Registration**

7:30 a.m. – 9:00 a.m.

## **MAISA Executive Board**

8:00 a.m. – 9:00 a.m.

## **MASA Council**

8:00 a.m. – Noon

## **Middle Cities Educational Association Meeting**

9:30 a.m. – Noon

## **Building a Strong Professional Learning Community**

This hands-on, half-day pre-conference event will give newer superintendents a chance to re-connect and extend the networks forged during past New Superintendent events. The target audience is first- through third-year superintendents, but all interested in this topic are welcome to sign up and attend. This session, led by Dr. Nancy Colflesh, will provide a brief introduction of what a PLC is and how to support it from the district level. Participants will also explore specific strategies for participatory planning and decision making. This highly practical and interactive workshop will

allow for plenty of member networking time.

9:30 a.m. - Noon

### **School Presentations**

Choose from 11 exciting sites exhibiting exemplary education programs in districts from Southeast Michigan. Most of these opportunities are off-site, providing a first-hand look at the people, the programs, and students showcased (transportation provided).

10:00 a.m. – 11:45 a.m.

### **School Equity Caucus Meeting**

11:45 a.m. – 12:45 p.m.

### **SAPAC Meeting**

12:00 p.m. – 1:00 p.m.

### **Middle Cities Luncheon**

12:00 p.m. – 1:00 p.m.

### **MASB Superintendent Liaison Lunch**

1:00 p.m. – 3:00 p.m.

### **1<sup>st</sup> General Session**

*David Hollister*

*President and CEO of Prima Civitas Foundation*

3:00 p.m. – 3:15 p.m.

### **Refreshment Break**

3:15 p.m. – 4:30 p.m.

#### **1. Follow-Up Clinic - David Hollister**

More with David Hollister

#### **2. A Process of Developing a Common Language of**

**Achievement – Connie Calloway, Superintendent, Detroit Public Schools**

Dr. Connie K. Calloway, Superintendent of Detroit Public Schools will present a way to work with district staff, community members and students that utilizes a practical and essential process for communication regarding the number one role of educators - Student Achievement. Dr. Calloway brings with her a vast experience base and strong commitment that she is now putting into place in her role as the Chief Educational Leader in Detroit.

#### **3. Change the Culture...Increase Student Achievement...Decrease the Discipline**

*Robert Luchenbill, Interim Superintendent, Reading Community Schools and Chuck North, Educator*

The most effective and successful school-wide management plans are those that actively involve and give “voice” to students, parents and the surrounding community, not just to teachers and administrators. The Time to Teach strategies will provide your district with the necessary tools to achieve this high level of success.

**4. Can Interest-Based Bargaining Work in My District?** *Charlotte Wenham, Wood, Wenham and Henderson, Consultants; Marie Edlund; Rod Green, Superintendent, East China School District*

Successful IBB depends upon team respect and collaboration as well as adherence to a specific process that is designed to evoke common interests and, therefore, lead to options that satisfy the constituencies of the bargaining parties.

During this session, the attitudes, behaviors, and components of the interest-based strategy will be introduced. Presenters will discuss their experiences with the process as participants and as trainers/facilitators. They will cite examples of the use of IBB in districts of all sizes and inform the audience of the path to using the interest-based process for bargaining.

**5. Cooperative Purchasing Power** – *Alexis Turner, U.S. Commodities*

Cooperative Purchasing Power is a powerful method of cost cutting, creating both hard and soft dollar savings in the form of lower prices and decreased effort expended in the bidding process. Representing millions of dollars in annual cooperative contracts, U.S. Commodities is a resource that no procurement agency can afford to miss. Learn what is out there and how you can avail yourselves of these existing contracts without the administrative activity associated with the acquisition process. Join many of your colleagues who have made the “smart” choice. Your time is one of the most valuable resources: capitalize on it by utilizing cooperative initiatives.

**6. The Value of Administrators During Tough Times** *Marsha Wells, Superintendent, Portage Public Schools; Dave Campbell, Superintendent, Olivet Community Schools*

The MASA Professional Leadership Committee under the leadership of Dave Campbell, Superintendent of Olivet Community Schools, has been working on a project to support our members. The need to appropriately protect administrative jobs and elevate the perceived value of administrators by staff and community members has become an even larger issue during tough economic times. This session will be used to share recent MASA Survey results on this issue. We will also gather ideas on how to take this information and create methods to help make school boards and community members aware of what is done by school leaders that is essential for student achievement, effective use of time, and money.

7. **Superintendents in the Classroom** – *Mary Bouck, Michigan State University; Dale Kimball, Superintendent, Pennfield Public Schools; Randy Davis, Superintendent, Athens Area Schools; John Stevenson, Superintendent, Battle Creek Schools; Cindy Ruble, Superintendent, Lakeview Public Schools and Mary Gehrig, Assistant Superintendent for Instruction, Calhoun ISD*

A group of school superintendents have come together in Calhoun County to form a community of practice for their learning and capacity building. The program, modeled after Richard Elmore's work with superintendents through the Connecticut Center for School Change, focuses on a specific content area, mathematics. At the session team members will share the organization and structure of the project, including how they examine real teaching and learning issues through classroom visitations and debriefings in each others' districts.

8. **Book Study: *The Learning Leader: How to Focus School Improvement for Better Results* by Douglas Reeves**

*Nancy Colflesh, Colflesh & Associates*

Whether you have just started reading Reeves' book or read it last year, plan to join us for a discussion of his thought-provoking book on leaders as learners. We will also share strategies for creating and facilitating book study experiences with members of your administrative teams. Last, we will examine new books by Douglas Reeves.

4:30 p.m. – 4:45 p.m.

**Break**

4:45 p.m. – 5:30 p.m.

**Region Meetings**

5:00 p.m. – 7:00 p.m.

**Michigan Association of African American Superintendents**

6:00 p.m. – 9:00 p.m.

**Courageous Journey Dinner and Meeting (Cohorts 1, 2 & 3)**

**Thursday, January 24, 2008**

7:00 a.m. – 4:30 p.m.

**MASA Conference Registration**

7:00 a.m. – 8:00 a.m.

**Fellowship Breakfast**

7:15 a.m. – 8:30 a.m.

**Continental Breakfast**

8:30 a.m. – 11:00 a.m.

**2<sup>nd</sup> General Session**

*Brad Biladeau, Government Relations, MASA*

*Mike Flanagan, State Superintendent*

*Yong Zhao, University Distinguished Professor at Michigan State University*

11:15 a.m. – 1:15 p.m.

## **Award Luncheon**

1:15 p.m. – 1:30 p.m.

## **Stretch Break**

1:30 p.m. – 2:45 p.m.

### **1. Follow Up Clinic – Yong Zhao** *More With Yong Zhao*

### **2. Unique Approaches to School Bond Issues – Robert Regan,** *Vice President, Wachovia Securities; John Silveri,* *Superintendent, Marysville Public Schools; Terry Baker,* *Superintendent, Shepherd Public Schools; Tom* *Vance, Community Relations Director, Portage Public Schools* School districts continue to pass bond elections despite a very difficult Michigan economy. A troubled automotive industry and high unemployment has created nervousness and high anxiety among Michigan voters.

If you are considering a ballot question Wachovia Securities encourages you to learn and share with colleagues who have recently been through the process of “passing” a bond election. These leaders represent three distinctly different communities and engaged different challenges. They did, however, share a commitment of hard work and intense organization .

### **3. Your Turn – Feedback on the Michigan Department of Education Comprehensive Needs Assessment and District Improvement Plan Documents**

*Linda Forward, John Daly and Steve Kailin, MDE*

In November, the Michigan Department of Education released a Comprehensive Needs Assessment and School Improvement Plan template for use by districts that receive federal funds. Both documents are in “draft” status for a year allowing the districts to work with the documents and make suggestions for change. The documents are designed to complement the building level documents released earlier and link with LEA Planning cycle requirements in the MEGS system. This clinic will provide attendees with an overview of the Department of Education’s plan for use of Comprehensive Needs Assessments at all levels, the School and District Improvement Plan templates, the cooperative agreement with the North Central Association, and provide time for the participants to give feedback to the Department about the documents, their content, usefulness, and ways that the Department could be supportive of districts throughout the implementation of the process.

### **4. Changing School Culture – One Leader at a Time – Sue Zurvalec,** *Farmington Public Schools; David Ruhland,* *Assistant Superintendent for Human Resources Services;* *Dr. Catherine Cost, Assistant Superintendent for* *Instructional Services; Tom Nugent, Consultant and* *Coach*

In the best selling book *Deep Change*, Professor Robert Quinn of the Graduate School of Business at the University of Michigan reveals that to lead change, organizational leaders must start by changing themselves. In the best selling

book, *The Heart of Change*, Professor John Kotter of the Harvard University Business School makes the case that change happens not by making people think differently, but by making them feel differently.

The Farmington Public Schools took these messages to heartland is transforming their leadership development to focus leaders on self change that drives commitment to team goals and to district wide culture change. This presentation will provide an overview of the steps of the ongoing process, focusing on self change, team change and culture change. Tools for individual development include use of the 360 degree feedback Leadership Practices Inventory from Posner and Kouzes and coaching for senior leadership team to connect their goals to practices and performance expectations.

**5. Using Data to Ask the Right Questions – Rossi Ray-Taylor, Ray Taylor and Associates**

As school districts face the dual pressures to balance budgets and improve Achievement, they can sometimes find themselves having conflicting aims and unintended consequences of actions resulting in both the instructional and financial goals being missed. This workshop will help participants identify and collect the appropriate data and set benchmarks, assess and monitor goal attainment, use process engineering strategies to review both instructional and support practices to identify the areas of slow bleed, runaway costs and low return on investment (ROI). Participants will be given tools for a self assessment of the assets and liabilities to maximize effectiveness in their areas of responsibility. This session is recommended for Superintendents, Business Managers and Curriculum Directors to master balancing the budget without sacrificing student success.

**6. Courageous Journey – Cohort 1**

**7. Courageous Journey Cohort 2**

**8. Courageous Journey Cohort 3**

2:45 p.m. – 3:00 p.m.

**Refreshment Break**

3:00 p.m. – 4:15 p.m.

**1. First Amendment Issues – Len Rezmierski, Superintendent, Northville Public Schools; Susan Klein, Superintendent, Grosse Pointe Public Schools; Pete Lazaroff, Superintendent, Van Buren Public Schools; and Bob Lusk, Clark Hill and Associates**

First Amendment rights, in certain cases, can have a direct impact on potential expulsion decisions. This session will proffer a review of the "Due Process" steps necessary. Recent school district cases will be reviewed.

**2. ERIN – Discover the Information You Need For Success – Micki Magee, Michigan Association of School Boards**

As a comprehensive information resource, ERIN is unmatched. Come learn how your district can utilize this

opportunity to enhance your leadership success.

**3. K-12 Retirement Plan Services Update – 403(b), 457(b), 401(a).**

*Richard Turner, Vice President and General Council, AIG VALIC*

This session will focus on retirement plan services within the Michigan public K-12 market with an emphasis on the July 24, 2007 published 403(b) regulations. Additionally, the session will offer new information regarding IRS guidance (Rev. Proc. 2007-71), and its clarification of the initial published 403(b) Regulations. Additional information will be provided regarding continued opportunities for school districts to save money on severance payments, incentives, and post separation deferrals via 403(b) plans.

**4. Languages for All Students? Introducing the World Language Graduation Requirement? - Millie**

*Mellgren, Superintendent, Gerrish-Higgins Schools; Ann Nerenz, Professor, Eastern Michigan University; and Emily Spinelli, Executive Director, American Association of Teachers of Spanish and Portuguese.*

The State Board of Education expects all students, beginning with the graduating class of 2016 (current fourth graders), to complete two credits of a world language other than English prior to graduation or to demonstrate a two-year equivalent proficiency. This session will introduce the guidelines for learning languages other than English and review the expected levels of proficiency. Various models for delivering this instruction as well as cost comparisons will be considered. Concerns such as helping low academic students and special needs students will also be discussed. Here is your opportunity to discuss staffing needs and other district issues as well as to find out what resources are available to you in implementing this graduation requirement.

**5. Bring Asia Alive in the Classroom – Marilyn McCullough, Michigan State University and Claude Siders, Superintendent, North Dickinson County Schools**

Free travel and study programs for US teachers to learn about Asian culture, education, geography, history, economics and society.

The Japan Fulbright Memorial Fund, financed by the Japanese government, sends 400 teachers and administrators to Japan each year. Educators are immersed in a three week, highly structured program in Japanese culture, government, and its people. Each participant shares their knowledge with their students and community. The Asian Studies Center at Michigan State University runs programs for teachers on Asia including “Teaching about East Asia;” the “Teach Asia Program,” focusing on India in 2008; a language teacher’s workshop; “Teaching Chinese film and literature;” the “China Adventure” program; and information on Korea society and China Institute programs.

**5. Courageous Journey – Cohort 1**

**6. Courageous Journey – Cohort 2**

**8. Courageous Journey - Cohort 3**

4:30 p.m. – 6:00 p.m.

**Sponsor Appreciation Reception**

**Friday, January 25, 2008**

7:00 a.m. – 8:30 a.m.

**Hot Breakfast**

8:30 a.m. – 11:00 a.m.

**3<sup>rd</sup> General Session**

*Tom White, Executive Director*

*Michigan School Business Officials*

*Panel on the Public Employer Health Benefit Act  
(SB 418/PA 106)*

11:00 a.m. – 11:30 a.m.

**Closing & Adjournment**

11:30 a.m.

**Conference Committee Meeting**