

MASA Points of Pride: 2006-07

The Michigan Association of School Administrators (MASA) serves over 700 public school superintendents and their first-line assistants in 584 school districts. In total, MASA serves nearly 2000 retirees and affiliate members, helping the leaders of Michigan's most important public institutions get better results for more than 1.6 million students. We do so by using teamwork and by building bridges that result in collaborative relationships focused on student achievement. MASA members and staff are proud of our most recent efforts to ensure the success of Michigan's valuable school leaders during challenging times.

Professional Engagement

MASA works to enhance the effectiveness of Michigan's top school administrators.

- Member leadership continued to grow, with vibrant committee representation and active MASA Council participation and input. Conference format continues to evolve based on member feedback and direction by the conference committee. Added At-Large Members to our council this year.
- MASA completed a second, abbreviated Member Survey, soliciting feedback from nearly 300 members. MASA staff and committees continue to use this data to more effectively target and plan services and address issues.
- The **Michigan Institute for Educational Management (MIEM)** completed its 26th year of serving school personnel throughout Michigan.
 - Produced and distributed a 2006-2007 Annual Calendar of Events. A new edition will be developed for the 2007-2008 school year and will be ready to distribute by May 1, 2007.
 - Held three successful stand-alone conferences; the annual Facilities Conference, Support Staff Conference, and Technology Conference.
 - Welcomed more than 8,500 participants to MIEM-sponsored activities during the school year, awarding SB-CEU's or certification credits to the vast majority.
 - Received a positive and clean 3 year audit report from MDE for the SB-CEU service provided by MIEM.
 - Successfully collaborated with, sponsored, and helped facilitate a variety of services for MASA, MSBO, MASCD, MASSP, MASB, MLI, MDE, and a variety of consultants and presenters. MIEM also helped plan and co-sponsored the Michigan School Testing Conference in Ann Arbor for the second time.
 - MIEM continued its involvement with the Michigan Department of Education (MDE) by working with OEAA on a combined format for training related to MEAP and MI ACCESS again this year.
 - Planned and implemented regional workshops all over the state.
 - Co-sponsored with the Office of School Improvement events to roll out the School Improvement Framework. Partnered with MDE to serve over **2,500** educators with this initiative alone during the past year. Over the past two years this effort has built a strong and positive team effort between MIEM and MDE's Office of School Improvement.
 - MIEM also did the conference planning for the Network of Michigan Educators' Winter Conference.

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- MIEM continued to be the fiscal agent for the Partners in Learning MI LIFE Project and Career Forward project, funded by Microsoft through MDE. Partners in Learning is projected to run for at least two years more with a multi-million dollar commitment funded by Microsoft.
- MIEM launched a series of webinars that have been well received. These included:
 - The Kalamazoo Promise
 - Declining Enrollment Creating Opportunities
 - New Record Retention
 - Recruiting, Hiring, Retention
 - Basic Bargaining
 - Basic Finance for Superintendents
- MIEM offered online opportunities with
 - Marketing Your School
 - The Leader In You
 - Business Communications (new this year)
 - Direct With Respect (new this year)
- MIEM has done research and is planning to begin work to provide Professional Development opportunities through the use of pod casts and video streaming.
- Participation in MASA and MAISA Conferences increased for both Fall and Midwinter. We again added services and features and earning positive evaluations of those conferences. Keynote speakers were well received with connections being made with conference themes from conference to conference through the use of a book study and of using key resource people over time.
- MASA sponsored a drive in conference and redesigned the Midwinter Preconference to support members with contract and retirement issues.
- MASA's Professional Leadership Committee is working on the development of a "Tool Kit" for Superintendent Evaluations. The target for rollout of this work is Fall 2007.
- MASA continued *The Courageous Journey* voluntary certification endorsement program, moving into year two with the first cohort and launching a second cohort group. Both cohort groups are filled with a diverse cross-section of Michigan superintendents who share a common goal to lead and strengthen their districts through challenging times.
 - MASA staff is currently taking names for a third cohort to begin in January of 2008.
 - At the same time, we are getting to launch the first cohort of the Tier 1 Courageous Journey for aspiring superintendents later this summer with a current waiting list of 34 prospects.
- MASA continued to develop relationships with MDE, the other administrator professional associations, and the university graduate programs around the implementation of Michigan's new Administrator Certification law.
 - We are currently engaged with the process of developing administrative rule and implementation procedures for the new Michigan Administrator Certification Program and the two types of endorsements.



EdLines, MASA's daily electronic newsclipping service, made its debut in April 2006, and has been a big hit with members. This service has allowed us to offer members more service for less money.

- We have co-authored many of the procedural and communication documents that will be available to the field for guidance and information on the new certification and endorsement program.
- We presented Michigan's new Administrator Certification and Endorsement concept and the Courageous Journey program to the State Association Executive Directors and will present at the National Association of Education Professors this summer. We have also submitted articles on the program to national journals.
- MASA's communications efforts continue to receive high approval ratings from members surveyed:
 - Most popular is our **Legislative Updates** posted weekly while in session.
 - **EdLines**, MASA's daily electronic newsclipping service, follow closely in popularity. Edlines made its debut in April 2006, and has been a big hit with members. Survey and e-mail responses, along with anecdotal evidence, reveals that our members regularly read and pass along both the daily Political Pulse and MASA Morning News emails. Since we are also able to customize the content and post digests weekly on our home page, this lower-cost service has allowed us to offer members more service for less money.
 - **MASA Leader** continues to highlight members in the news, provide legislative updates, and cover MASA initiatives. In its new format, it is receiving recognition—both from members and from other administrator associations—for its focus on policy, research and tools designed to help school leaders more effectively do their jobs and raise student achievement in their communities.
 - **Legislative Action Network** allows members to more easily let their voices be heard on critical public policy issues.
 - **Michigan EduSource** continues to expand as a central clearinghouse for educational resources, now containing hundreds of communications resources by school leaders, for school leaders; the site received approximately 326,310 hits in 2006.

Legislative Leadership

MASA staff helps school leaders respond to challenges and directly influence education policy at the State and Federal Level.

- MASA continues to promote adequacy and equity of funding among Michigan's districts.
- MASA was a leader in introducing and advocating for legislation to address the out of control legacy costs for Michigan school districts.
- MASA and MAISA continues to monitor implementation of High School reform efforts, applauding rigorous graduation requirements while maintaining flexibility and support for individual students.
- MASA joined MASB and MSBO to launch a statewide grassroots effort to engage education stakeholders in a cry to legislators to "get funding right, and do it now."
- MASA continued to refine the Legislative Action Network, using this grassroots advocacy tool to leverage the impact MASA members can have on the legislative process in key issues such as funding, seclusion and restraint, and sinking fund reform. MASA members generated more than 7,500 emails to lawmakers.
- School Administrator Political Action Committee (SAPAC) membership and contribution rates remained strong.



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- MASA's legislative efforts became more inclusive, focusing on grassroots leadership and increased engagement with key legislators relative to specific legislation.
- MASA continued to shape Federal education policy by influencing changes to E-Rate, IDEA and Medicaid legislation as well as ESEA and NCLB reauthorization.

Member Recognition and Support

MASA staff provides support and encouragement to administrators, and recognizes members' success in meeting students' needs.

- Despite rate increases across the board, membership numbers remained steady.
- MASA continues to tap the unique capacities of its energetic and effective staff team and match them to an ever-evolving set of priorities and demands.
- MASA maintained its customer focus, and with the help of the 2007 Member Survey, will stay committed to flexibility and responsiveness in meeting member needs.
- Launched new Resource Teams and Interim Directories this year to support our members and match skills to need in the educational community.
- MASA leadership continued to provide more focused contract assistance, and expanded the dialogue with our attorney, Tom Derderian. Tom and others presented contract support information to members through a summer drive-in, fall conference workshop, and winter pre-conference.
- MASA continues to support members on contract issues and board relations.
 - Proactive support through: continued a partnership with the Michigan Association of School Boards (MASB); a New Superintendents' Conference, Mentorship Program improvements, a Model Contract, program speakers featuring legal advice. This summer piloted with MASB a joint Webinar on board relationships featuring Doug Eadie.
 - Responsive support through: continued to provide Crisis Management and Legal Counseling in times of impasse.
- MASA offered improved services to first-year superintendents through a variety of means:
 - Letters/emails providing support and encouragement from MASA directors.
 - Mentor Toolkit, filled with practical tips and resources for both new superintendents and their mentors as they work together for a successful first year on the job.
 - Mentor Toolkit Participant program in which MASA collaborates with approved organizations or individuals who offer professional services designed to support superintendents during their first years of service. Participants include the Summit Series (mentoring workshops), AASA, (New Superintendents E-Journal,) and Educational Research Services (Superintendent's Briefing Book).
 - In partnership with Michigan Leadership Institute, added a "New Superintendent Reception" during the fall preconference, allowing more networking time and access to sponsors whose services and products can support their work.
- Continued recognition of high-quality leaders across Michigan through our Awards Programs:
 - Superintendent of the Year
 - Champion for Children
 - Hall of Fame
 - Winners' Circle



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- MASA staff recruited 21 new sponsors and upgraded 7 existing affiliates to higher sponsorship levels.
- Courageous Journey attracted new sponsorships and engaged leaders from a wide range of civic, business, and education venues. Through the program, MASA has created ongoing connections to significant sources of leadership work across the U.S.
- Expanded the Sponsor Exhibit Show at Fall Conference, accommodating more sponsors for longer exhibit hours. Due to high demand, we will add 12 additional exhibit spaces for 2007. The show produces added revenue to offset costs and facilitates member access to new and innovative educational resources.
- MAISA started a new member orientation to create better understanding of the workings of the MAISA organization and governance.

Educational Leadership

MASA is a broker for leadership among other education associations and groups.

- MASA forms coalitions and affiliations that add value to the organization and its members:
 - Executive Director continues to participate in discussions with key stakeholders around school funding, including reform for insurance and retirement benefits.
 - Directors and staff continue to play key rolls in the discussion around High School Reform.
 - Executive Director is a member of the Education Alliance of Michigan, and serves on a number of boards with interconnected interests with superintendents.
 - Participated as a member of the K-16 Coalition for Michigan's Future and the subsequent Proposal 5 school funding ballot initiative.
 - Formed the MAISA/MDE Partnership ("Darkening the Dotted Lines") for the purpose of expanding the capacity of both organizations to serve and support the children of Michigan and the districts that educate them.
 - MAISA established the "Consolidation of Services" committee to promote and expand the collaborations and partnerships among and between Michigan ISD/RESAs that create greater efficiencies and reduce duplication of services.
 - MAISA launched a pilot "voluntary accreditation" process in cooperation with the Michigan North Central Association for Michigan ISD/RESAs to become formally accredited based on established national standards.
 - Collaborate with our neighbors in the Michigan Educational Leadership Group (MELG), which includes MASB, MSBO, and MASSP.
 - Teamed up with Michigan Virtual University to use the Michigan LearnPort technology in expanding professional development opportunities for members.
 - MASA and MAISA assist in the coordination and implementation of various statewide technology initiatives.
 - Continued its partnership with the WMU Wallace Grant Project and the MDE/Microsoft MI LIFE Project, with MASA and MAISA staff playing key roles in both projects, which focus on leadership development around the principles of data-based decision making, balanced leadership, and implementation of the new Michigan



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School Improvement Framework.

- Facilitated new understandings and relationships around the development and credentialing of school leaders through our work with the Administrator Certification Task Force. Played a key role in breaking down barriers that impede collaboration and coordination.
- Supported the data-based decision-making efforts of MAISA and MSPRA this year by collecting, disseminating and reporting data through our partnership with K-12 Insights.
- MASA continues to serve as the operational umbrella for organizations such as MAISA, MIEM, and the Michigan School Public Relations Association (MSPRA).
- MASA modeled sound fiscal management in doing more with less, by cutting costs, finding new revenue streams, and protecting a healthy fund balance.
- MASA and MAISA continue to serve as opinion leaders, frequently submitting op-eds, letters to the editor, and position papers about the quality, significance, and needs of Michigan's schools and their leaders.

**Education acronym directory:
A directory to the partner organizations referenced above.**

AASA	American Association of School Administrators
MAISA	Michigan Association of Intermediate School Administrators
MASA	Michigan Association of School Administrators
MASB	Michigan Association of School Boards
MASCD	Michigan Association for Supervision and Curriculum Development
MASSP	Michigan Association of Secondary School Principals
MDE	Michigan Department of Education
MEAP	Michigan Educational Assessment Program
MELG	Michigan Educational Leadership Group
MI-Access	Michigan's Alternate Assessment Program
MIEM	Michigan Institute for Educational Management
MLI	Michigan Leadership Institute
MSBO	Michigan School Business Officials
MSDC	Michigan Staff Development Council
MSPRA	Michigan School Public Relations Association
MSRSA	Michigan Small and Rural Schools Association
OEAA	Office of Education Assessment and Accountability