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# Spring Conference Program

March 27-29, 2019  
Lodge of Four Seasons  
Lake Ozark, Missouri

***LEAD • DEVELOP • SUPPORT***

# *Welcome to the MASA and MOSPRA Spring Conference!*

## **Wednesday, March 27 Schedule**

### **Registration**

*Registration begins at 8:00 am and continues until 6:00 pm in the Registration Area of The Lodge of Four Seasons (just off the main lobby).*

## **Exhibit Hall Open**

*Wednesday - 3:30 pm - 6:30 pm*

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### **Welcome Reception for All Attendees**

*Wednesday - 3:30 pm - 5:30 pm*

*Sponsored by American Fidelity Assurance Company*

*Free Beverage Ticket included in each registration packet*

*Cash bar - Snacks*

### *Exhibits Continue On Thursday*

*7:30 am - 11:30 am*

*Be sure to have your card signed by exhibitors  
to be eligible for great prizes including:*

*Two VERY NICE gift cards from  
**American Boiler & Mechanical***



*Drawing will be held during  
the President's Reception.*

**Be sure to download the MASA and MOSPRA apps for  
the calendar-ready conference schedule.**

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**Join the conference Twitter conversation: #SuPR19**

# Wednesday Pre-Conference Sessions

*Participants for both pre-conference sessions must have registered in advance.*

## **Aspiring Superintendent Workshop**

**8:30 am to 1:30 pm Seachase**

*Presenters: Kelly Hinshaw, Doug Hayter and Sarah Riss, MASA; Duane Martin, EdCounsel; Paul James, Missouri School Boards' Association; Craig Eaton, MARE*

This workshop is for those aspiring to the superintendency and will include presentations on the job expectations of the superintendent; contract issues; and the superintendent application and interview process.

## **“Changing the Narrative: Telling the Powerful *REAL* Stories of Your Schools”**

**10:00 am - 1:30 pm Marbella B**

Amazing things are happening in your schools every day, but is your community hearing them? What is the perception of your school district and how can you effectively tell the real story? Learn the tools and techniques to empower others to be the storytellers of your district.

*Dr. Joe Sanfelippo is the Superintendent of the Fall Creek School District in Fall Creek, WI. The Fall Creek School District was named an Innovative District in 2016 and 2017 by the International Center for Leadership in Education. Joe co-authored *The Power of Branding: Telling Your School's Story*, *Principal Professional Development: Leading Learning in a Digital Age*, and *Hacking Leadership: 10 Ways Great Leaders Inspire Learning That Teachers, Students, and Parents Love*.*

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# Wednesday Opening General Session

## 2:00 pm - Granada B/C



### *“Changing the Narrative”*

#### **Keynote Speaker: Dr. Joe Sanfelippo**

When is the last time something amazing happened in your school? How many people knew about it? The work done in schools all across the globe is spectacular. Kids gather... learn...leave...and make the world we live in a better place.

So...amazing things happen all the time. School perception is often based on the narrative of those who attended years ago. Telling the real story of schools helps create a narrative that builds culture and gives everyone in your community an identity. Utilizing social media and empowering those around you to be the storytellers of your district is a great way to celebrate the success of students with parents and the community. FIND YOUR AUDIENCE...BUILD YOUR BRAND...CELEBRATE KIDS!!

## Wednesday Breakout Sessions

### **The Impact of School Choice: A Case Study**

**3:30 – 4:30 pm**                      **Valencia A**

*Ray Weikal, Kansas City Public Schools*

School choice and vouchers have taken center stage in the conversation around public education in Missouri. Kansas City Public Schools has conducted an in-depth analysis of the long-term impact of charter schools within its boundaries. This is the first comprehensive study in the state that looks at the effect of the unencumbered expansion of school choice on a community. Join the KCPS leadership team as they share their findings and key takeaways.

### **Youth Apprenticeships, Teacher Externships, and Workforce Development Connections**

**3:30 – 4:30 pm**                      **Valencia B**

*Marlie Williams, Jill Huntsman and Clara Liles, St. Joseph School District*

The SJSB has developed a Registered Youth Apprenticeship program to connect high school students with meaningful careers in advanced manufacturing, in addition to district efforts connecting teachers with local businesses and industry through summer teacher externship programming. These efforts, along with other workforce development initiatives have led to meaningful partnerships with the local Chamber of Commerce and business leaders, as well as assisting students in finding meaningful career pathways .

## Leading in a Climate of Innovation

3:30 – 4:30 pm

Escolla

*Andy Turgeon and Brian Brown, Knox County R-I*

Are we preparing our students to be successful in the future and giving them opportunities to explore their gifts. Hear how the Knox County R-I School District has transformed their climate to one of innovation through leadership.

## Generational Communications 1.5

3:30 – 4:30 pm

Marbella A

*Michelle Cronk, North Kansas City; Laura Hulett, Platte County R-III*

Gen Z? Millennial? Boomer? Gen X? Whether you're communicating with your staff, parents or students, it's vital to understand if you are connecting or confounding. Join us as we dive into the communication needs of each generation.

## Embracing Chaos: Engaging Your Community Through Transition

3:30 – 4:30 pm

Marbella B

*Erica Chandler, Affton; Jill Filer, Harrisonville, John Scroggie, Thoughtexchange*

New superintendents. Changes to school start times. Tax levies and bond issues. No matter the season, our districts are facing continuous change. Opening lines of communication and engaging staff, students, parents, and the community is essential for a successful outcome during any time of transition. Learn successful strategies used to embrace the chaos and turn change into opportunity.

**Stay Connected**

**MASA**

**App**



**Conferences at Your Fingertips:**

- Registration
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- Map of conference resort
- Conference updates on the fly

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- Vital association news
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- Hot links to the MASA website

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- District Presidents
- General membership

*Download the MASA App today!*  
Find us at the *Apple App Store* and on *Google Play*.  
(Search MASA or Missouri Association of School Administrators.)

## Welcome Reception for All Attendees

Exhibit Hall - 3:30 pm to 5:30 pm

*Sponsored by American Fidelity Assurance*

## New Superintendent Academy Participant Reception

4:30 pm - 5:30 pm - La Salita

Reception for 2017-18 and 2018-19 Participants Only

*Sponsored By*

*Forrest T. Jones - L.J. Hart & Co. - Claim Care -*

*Tueth Keeney Cooper Mohan & Jackstadt PC*



### Dialogue with the Commissioner

5:30 pm - 6:30 pm Marbella B

*Dr. Margie Vandeven,  
Missouri*

*Commissioner of Education*

Join the Commissioner of Education in a dialogue about issues that are impacting Missouri's public school districts.



Join the  
conference  
Twitter  
conversation:  
**#SuPR19**



[www.masaonline.org](http://www.masaonline.org)

[www.mospra.org](http://www.mospra.org)



## **MOSPRA New Member & Colleague Connections Reception**

5:30 pm -- Thirst Lounge

*Sponsor: MarketVolt*

## **MOSPRA Reception/Awards Banquet**

6:30 pm - Seachase Room

*Reception Sponsor: WEST/SchoolMessenger Solutions*

*Banquet Sponsors:*

*Blackboard & Patron Insight*

MOSPRA will present their Professional of the Year, the New Professional of the Year, the Distinguished Service Awards and the Zubeck Spirit Award. MOSPRA will also recognize the work of this year's Board of Directors.

## **MOSPRA Reception for Honorees**

*Location to be announced at banquet*

*Sponsored by Blackboard & PeachJar*



## **MASA Awards Banquet**

6:30 pm - Dinner - Granada B/C

**Sponsors**

*Tueth Keeney Cooper Mohan & Jackstadt PC*

*The Horace Mann Companies*

MASA will honor retiring educators, emeritus educators, those who have served 25 years as an administrator and outstanding beginning superintendents. Friends of Education awards will be presented and the annual MASA Pearce Nominees and award winner will be announced.

## **MASA Dessert Reception**

Immediately Following Awards Banquet - Granada A

*Sponsored by United Health Care*

The dessert reception provides an opportunity for MASA members to offer their congratulations to all of the award winners and honorees.

# Thursday, March 28 Schedule

## Registration

Registration continues from  
7:30 am to 11:30 am in the Registration Area (just off the main lobby).

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## Continental Breakfast & Exhibits

### Exhibit Hall - 7:30 am - 11:30 am

Breakfast Sponsored by ACI Boland Architects  
*Be sure to have your card signed by exhibitors to be eligible for great prizes.*

*Drawings will be held during the President's Reception.  
(Must be present to win.)*



**First Year Superintendent Roundtable / Breakfast**  
**7:30 - 8:15 a.m. Lookout Room**

## Thursday 8:30 am - 9:30 am

### **Mental Health at the Front of the Classroom**

**8:30 – 9:30 am Marbella B**

*Natalie Hoernschemeyer and Grant Wiens, Mickes O'Toole*

Mental health is an increasing source of liability for school districts. Particularly for teachers and classroom staff, districts must be able to navigate a wide variety of laws and regulations to offer the appropriate employee assistance while maintaining a productive classroom environment. We will discuss effective strategies at the building and central office level to avoid the potential pitfalls surrounding laws like the ADA and FMLA.



## **Strategies for Engaging & Retaining Talented Employees**

**8:30 – 9:30 am Malaga**

*Laura Nelson, School of the Osage School District*

Employee retention is a growing concern for school leaders throughout our state and nation. How do we retain our talented staff in a climate of increased competition for talent? How do we create a working environment that people don't want to leave? Gain proven strategies to assist in retaining new hires, experienced teachers and high-performing veterans. Participants will be able to identify research-based key drivers of employee engagement and aligned strategies to build employee engagement.

## **Crisis Communication Using the S.T.A.I.R. Way**

**8:30 – 9:30 am Marbella A**

*Robert Vogelaar, Liberty Public Schools*

Crises emerge, people get angry, and an immediate response may be required. This session explores a methodology to help better understand crises and the communication strategies effective in those situations.

## **Highlighting Abilities of Students with Disabilities**

**8:30 – 9:30 am Valencia A**

*Casey Owens, Ozark School District*

How do we ensure we highlight ALL our students? This session will discuss how to navigate social media for special education.

## **State and Federal Accountability**

**8:30 – 9:30 am Valencia B**

*Chris Neale, DESE*

The presentation will update participants on school identification and improvement under ESSA and updates to MSIP and the APR.

## **Career-Connected Learning**

**8:30 – 9:30 am Granada A**

*Blaine Henningsen, Dennis Harden and Steve Bryant, DESE*

This session will provide an update on the state's many initiatives which are promoting ways state and local governments, educational institutions, training providers and the private sector can partner together to develop a 21st century workforce for Missouri and improve our state's economy. We will provide guidance and support for Missouri's schools to enable them to provide career-connected learning opportunities for all students.

**Developing Assessment Capable Learners & the Journey to National Blue Ribbon Schools**

**8:30 – 9:30 am**                      **Escollo**

*Carrie Schwierjohn and David Quanz, Meramec Valley R-III School District*  
Nike Elementary School was one of eight schools in Missouri to receive the 2018 National Blue Ribbon Schools recognition. This presentation will highlight how Nike utilized the Missouri Model District instructional component of Developing Assessment Capable Learners as one tool on the journey to this national recognition and to increase student learning for all.

**Custody, Residency & Homelessness: Who’s the Parent, Where Does the Student Live and Where Can the Student Go to School?!**

**8:30 – 9:30 am**                      **Seachase**

*Michelle Basi, Tueth Keeney Cooper Mohan & Jackstadt, P.C.*  
Missouri school residency requirements seem straight forward....until they don’t! Join us as we review who is a parent, who can act as a parent, residency requirements and exceptions, and the ins and outs of the updated McKinney-Vento Homeless Assistance Act. We will address common pitfalls and discuss how to address the sticky and tricky residency situations.

**Leading Through Choice**

**8:30 – 9:30 am**                      **Granada B/C**

*John Jungmann, Springfield Public Schools; Dr. Jeremy Tucker- Liberty Public Schools; John DeWalle- Mehlville School District*  
Learn how three Missouri school districts have collaborated to reimagine education and advance personalized learning within their communities. Through a vision of innovation and risk-taking, WOLF, EPiC, and MOSAIC have broken the mold of traditional learning experiences by fostering learner agency, collaboration, creativity, and engagement. Hear how learning experiences are provided across all grade levels to connect students with their interests, strengths and passions through mentoring, internship programs, experiential learning opportunities and choice programs.

<p><b>9:30 am - 10:30 am</b></p> <p><b>Time To Visit Exhibit Hall</b> <i>(Exhibits remain open until 11:30 am)</i></p> <p><b>Continental Breakfast Continues until 10:30 am</b></p> <p><b>Sponsored by ACI Boland Architects</b></p>
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## Thursday 10:30 am - 11:30 am

**DESE School Finance** *(This session will also be offered at 2:00 p.m.)*

**10:30 – 11:30 am**     **Marbella B**

*Tammy Lehmen, David Tramel and Debra Clink, DESE*

This presentation will provide an overview of the Foundation Formula and Transportation payments as well as discuss upcoming changes for the calendar and new financial reporting requirements starting July 1, 2019.

**A Tale of Three Engagement Series (Community Engagement Strategies)**

**10:30 – 11:30 am**     **Marbella A**

*Emily Miller and Kelly Wachel, Lee's Summit R-VII School District*

The Lee's Summit Schools spent the fall of 2018 engaging their community about the future of school (and facilities planning/boundaries). Learn what steps our team employed to navigate the choppy waters of boundary and future-ready learning conversations. How do we unify a community in common understanding and engagement around future-ready learning while not losing sight of the present reality? Hint: PR = personal relationships.

**In-House Teacher Pipelines: Starting a 'Grow Your Own Program'**

**10:30 – 11:30 am**     **Escollo**

*Linda Glasgow, University of Central Missouri; Mark Maus, North Kansas City Schools; Beth Davey, Ritenour School District; Paul Katnik, DESE*

Struggles with teacher shortages and high-quality teacher recruitment are common across the state. This session will educate and equip participants with knowledge and application toward initiating Grow Your Own programs. Come and learn from educators and administrators concerning the positive results, challenges, logistics, and community benefits surrounding this model.

**Leading the Evolution: How to Make Competency-Based Education a Reality**

**10:30 – 11:30 am**     **Lookout Room**

*Mike Evans, Monett School District*

Personalized competency based education (PCBE) provides teachers and leaders with a framework for next generation schools. This session will focus on how teachers, principals, and students all have a role to play in evolving schools. Participants will learn the basic structure of PCBE as well as the leadership and teacher behaviors needed to evolve the existing educational paradigm.

**Experience with Propane Autogas School Buses: Costs & Emissions**

**10:30 – 11:30 am**     **Theater**

*Michelle Embrey, Neosho School District; Greg Zilberfarb, Propane Education & Research Council*

Neosho School District is one of 850 districts nationally using propane autogas. Learn the environmental and economical benefits of fueling with propane. This session will also cover funding and financial incentive options for propane buses.

## **What to Expect When Expecting Student-on-Student Harassment Litigation**

**10:30 – 11:30 am Valencia B**

*Drew Marriott, EdCounsel, LLC*

Student-on-student harassment, while not new, presents a number of unique difficulties for administrators and staff members. What documentation do I need? What is the nature of the allegations? What does this look like if a lawsuit is filed? This session will explore handling and processing complaints of student-on-student harassment when they come in. We will discuss steps to limit risk in prior to litigation by exploring steps and processes to ensure addressing issues to the extent they can be addressed, properly investigating and documenting, and following all legal requirements for processing such complaints. Finally we will explore real scenarios and how they played out in litigation.

## **Sex & Gender in School: Challenges Facing Schools in 2019**

**10:30 – 11:30 am Seachase**

*Jessica Bernard and Ryan Fry, Guin Mundorf LLC*

Transgender Students. #MeToo movement. Inappropriate staff-student relationships. Sexual violence amongst students. And the list goes on. Unique new legal challenges face districts regarding sex and gender daily. This session will explore those issues and discuss the state of law as it pertains to these new challenges, as well as discuss legal recommendations to ensure that all rights are protected, and that district liability is minimized.

## **Get that Chamber Chicken To Lay A Golden Egg**

**10:30 – 11:30 am Valencia A**

*Laura Wagner and Erin Williams, Fort Zumwalt School District*

Are you getting the most from your Chamber of Commerce membership? Leverage that membership to benefit students and community. It's already paid for! Laura Wagner has represented FZSD at two Chambers for the past six years. Erin Williams is the immediate past president of the O'Fallon Chamber, the 2017 National Chamber of the Year. Together they will share tips for stand-out networking strategies, ideas for unique event opportunities and the direct impact both have had on teaching, learning and #FZCommunity.

## **How to Build an Employee-Friendly HR Online Portal**

**10:30 – 11:30 am Malaga**

*Christelle Morgan and Robert Vogelaar Liberty Public School District 53*

Creating a responsive Human Resources Department for all employees isn't easy, but it is possible. This presentation will take you step-by-step through the process we utilized to go from an environment where questions had to be answered one-on-one, to one that automatically gives 24/7 responsiveness to everyone. Participants will leave with the practical implementation guidance for this process so it can be replicated in any system.

# Thursday Luncheon & General Session

## Granada A/B/C - 11:30 am

*Luncheon Sponsored by:*

*L. J. Hart & Company*

*EdCounsel LLC*

Memorial Recognition  
New Superintendents Academy  
MASA / McKinstry Innovation Award  
MOSPRA Administrator of the Year



*Governor  
Michael Parson*



*Commissioner  
Dr. Margie Vandeven*



*AASA President  
Dr. Chris Gaines*

The MASA/MOSPRA Thursday Luncheon will feature Missouri Governor Michael Parsons; Missouri Commissioner of Education, Dr. Margie Vandeven; and AASA President, Dr. Chris Gaines (Mehlville School District). Be sure to join your colleagues to hear more about the state of public education in Missouri and nationally.

**Be sure to download the MASA and MOSPRA apps for  
the calendar-ready conference schedule.**

**Join the conference Twitter conversation: #SuPR19**

## Thursday 2:00 pm to 3:00 pm

### **Thirty-three Schools Take a Different Path: Four-Day School Week In Missouri**

**2:00 – 3:00 pm**

**Marbella A**

*Jon Turner, Missouri State University; Shannon Snow, Stockton School District; Dustin Storm, Miller School District*

Since 2009, 33 Missouri school districts have started using the four-day school week. With recent changes in Missouri law it is expected that even more will choose the option in upcoming years. This presentation will look at research focused on the four-day week and the experiences of schools that have switched to the model.

### **Sharing Your District's Story Through Video Storytelling**

**2:00 – 3:00 pm**

**Valencia A**

*Kevin Hampton, Brandon McCadney, Ferguson-Florissant School District*

You have great stories to tell; however, you can't rely on traditional media outlets to accurately tell your district's story. A teacher or student's misbehavior are more likely to grab media attention than a positive story about your students or staff. This session shows how to share your district's story through video storytelling and highlighting the bright spots that often go unnoticed.

### **Navigating Discrimination Claims by Misbehaving Employees**

**2:00 – 3:00 pm**

**Valencia B**

*Ryan Neal, Camdenton School District; Tom Smith, EdCounsel, LLC*

This presentation will use a real-life example to illustrate best practices when dealing with employees that have made claims of discrimination when confronted with significant performance issues. Attendees will be walked through each step of the process from the time the initial misconduct occurs and the discrimination claim is made, up to and including the ensuing litigation.

### **iPad and Student Assessment**

**2:00 - 3:00 pm**

**Malaga**

*Apple*

iPad is a powerful device for all types of student assessment, from daily formative assessment to high-stakes testing. Join this session to explore how iPad can support daily learning, formative assessments, and online state tests. Experience formative assessment on iPad and see what's possible for next generation assessment.

### **MOSIP Special Help Session**

**2:00 - 3:00 pm**

**Executive Board Room**

MOSIP representatives will be on hand to assist you with effective tools for meeting your district's cash flow and investment needs.

### **Simplifying the Data Review Team Process**

**2:00 – 3:00 pm**                      **Escollo**

*Brian Huff and Kim Bielawski, Raytown Schools*

Data Review Teams are a vital part of moving teachers toward Collective Teacher Efficacy. Raytown is solidifying the Data Review Team process to allow an environment for teachers to have quality discussions around their instruction and their impact on student learning. We'll share our process!

### **Pot Quiz: What Your District Needs to Know About Medical Marijuana**

**2:00 – 3:00 pm**                      **Seachase**

*Natalie Hoernschemeyer and Grant Wiens, Mickes O'Toole*

From employees seeking reasonable accommodations under the ADA, to students on IEPs, to evaluating background checks for potential hires, districts need to consider the issues presented by medical marijuana before the tricky situations start coming up at the building level. With an eye on the recent changes to state law, we offer a comprehensive primer on how to develop a successful approach, what mistakes to avoid, and tips for how to handle lawful marijuana use by your employees and students.

### **School Finance (DESE) (This session is also offered at 10:30 a.m.)**

**2:00 – 3:00 pm**                      **Marbella B**

*Tammy Lehmen, David Tramel and Debra Clink, DESE*

This presentation will provide an overview of the Foundation Formula and Transportation payments as well as discuss upcoming changes for the calendar and new financial reporting requirements starting July 1, 2019.

### **#ThisIsTech: A Rebranding of Vocational Education**

**2:00 - 3:00 pm**                      **Lookout Room**

*Chantal Chandler and Kevin Andert, Special School District (St. Louis)*

Branding public education presents plenty of challenges, but what if you are also attempting to rebrand a subject area that has long suffered from negative stigmatization? We will outline our data driven campaign to refresh attitudes about Career and Technical Education. We will share recent research that supports our efforts, various methods that have helped us target stakeholders, and sample pieces of our campaign.

### **ESSA: Making Lemonade**

**2:00 – 3:00 pm**                      **Theater**

*Lisa Morstad, Forecast5 Analytics*

Site-based financial reporting is required for ESSA compliance. Administrators will have a role in assisting with district reporting and analyses. Differing levels of spending at school sites will require research into staffing, and programming, that affect spending at each location. This information can be valuable in strategic planning, resource allocation, and transparency initiatives.

## **Refreshment Break**

**3:00 pm - 3:30 pm**

**Registration Area**

(Just off main lobby)

*Sponsored By Catapult Learning*

## **Thursday 3:30 pm to 4:30 pm**

### **The Hiring Process -- Green Light, Yellow Light, Red Light**

**3:30 - 4:30 pm**                      **Seachase**

*Celynda Brasher and Aigner Carr, Tueth Keeney Cooper Mohan & Jackstadt, P.C.*

What are the indicators of a good hire? When is caution and further investigation necessary? When should you just say no? Learn how to (1) evaluate applications, references, and background checks equitably and accurately; (2) avoid dangerous shortcuts (act in haste, repent at leisure); and (3) identify and respond appropriately to red flags -- both obvious and not-so-obvious.

### **Preparing Today's Student for a Mobile Workforce**

**3:30 - 4:30 pm**                      **Malaga**

*Apple*

Mobile technology is transforming the way we learn and work. Join us to understand how digital literacy and fluency with mobile technology are essential to career success. You'll discover the skill sets and experiences employers expect from today's graduates. Engage in a thought-provoking discussion on how carefully designed technology initiatives and innovative learning environments prepare students for success.

### **Navigating SB 603 with Launch Virtual Courses**

**3:30 - 4:30 pm**                      **Marbella B**

*Nichole Lemmon and Ben Hackenwerth, Springfield Public Schools*

Whether your district has 20,000 students or 200, course access issues for students are real. Online courses can help students needing flexibility in their schedule, access to advanced courses your district may not offer, or options for students needing course work outside of the traditional schedule. With the passing of SB 603, providing virtual course access can be confusing. Launch, provided by Springfield Public Schools, can help! In this session learn how the purpose and quality of Launch courses are helping districts across the state.

## **Mentoring Committee Meeting**

**4:30 - 5:30**                      **Executive Board Room**



**Sitting Ducks No More: Responding to Your Worst PR Nightmares**

**3:30 – 4:30 pm**                      **Marbella A**

*Jessica Bernard and Ryan Fry, Guin Mundorf, LLC*

When the unthinkable happens, and your district is faced with news-worthy headlines in your community, few things are more important than your district's response. Often times administrators feel like 'sitting ducks' because their ability to comment appears limited, due to perceived legal constraints. This session will discuss what statements districts can make, other than "we cannot discuss pending legal matters" or "we cannot discuss pending personnel matter."

**Leadership Development: We Can Do Better Than Trial and Error**

**3:30 – 4:30 pm**                      **Valencia A**

*Jim Masters, DESE*

Leadership development does not have to be a matter of survival. Learn how Missouri is cultivating leadership capacity through collaborative partnerships with groups like MASA and engage in Missouri Leadership Development System learning that you can take back to your district and use.

**Best Foot Forward: Equipping Leaders to Market Their Schools**

**3:30 – 4:30 pm**                      **Valencia B**

*Ray Weikal and Lynn Goehring, Kansas City Public Schools*

Marketing and advertising have become a necessity for every school system. School staff can be your most effective marketers. The Kansas City Public Schools communications team will share their expertise gained from growing enrollment in one of the most competitive public education markets in the state. You'll walk away with clear steps to equip your school leaders and staff to market their buildings through tours, community engagement and a culture of customer service.

**1:1 Does NOT Mean You're Done!**

**3:30 – 4:30 pm**                      **Escollo**

*Kevin Hillman, Mary Van Orden, Tucker Bartley, Danielle Hecktor, Kathryn Zimmerman, South Callaway R-II Schools*

This presentation is designed for school districts who are in the process of launching or relaunching technology integration efforts using a 1:1 student device format. Participants will hear how this small, rural school district has leveraged digital devices and teacher support to promote critical thinking, problem-solving skills, and student achievement by focusing on relationships, classroom management, and 21st Century instructional practices.

**Introduction to the APR Process (MOSPRA)**

**4:00 - 4:45 pm**                      **Terrace I**

*Stephanie Smith and Michelle Mueller*

Special session for those interested in obtaining the APR.

# Thursday Evening President's Reception

**Granada B/C - 5:30 pm - 7:00 pm**

Beverages & Hors d'oeuvres

Reception Sponsored by:

George K. Baum and Co.

American Fidelity Assurance Company

Missouri Propane Education & Research Council (MOPERC)

Announcement Of Exhibit Door Prize Winners!

**Grand Prize - Two Amazon Gift Cards**

Donated By American Boiler & Mechanical

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## Thursday Evening Fun Activity

**Granada A - 7:00 pm to 10:00 pm**

**Texas Hold'em**

**Blackjack Tournaments**

*(NCAA Basketball Tournament Will Be on the Big Screen!)*

Sponsored By

American Fidelity Assurance Company

Guin Mundorf, LLC Attorneys At Law

**Great Prizes! Lots of Fun!**

Beverages Provided by Sponsors

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**MOSPRA Soiree**

**8:30 pm to 10:00 pm**

President's Suite

***Sponsored by Thoughtexchange***

# Friday, March 29 Schedule

## MOSPRA Breakfast & Special Session Seachase Room

Coffee Service -- 7:30 am

Breakfast -- 8:00 am

Breakfast Sponsored by

Unicom • ARC

Gabbart Communications

Broadnet

### **Cannonball! Maximizing the Social Media Splash for Your District**

**8:30 - 10:00 am**                      **Seachase**

*Melissa McConnell, Belton*

Learn the value in using a distinct voice on social media with ideas and strategies to keep your followers engaged, entertained, energetic, educated, and excited about what is happening in your district! This session has been in demand at other state SPRA chapters as well as the NSPRA National Seminar. Come see why Melissa McConnell is a national leader in effective use of social media.

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## **MASA Breakfast & Business Meeting**

8:00 am - Granada A/B/C

Breakfast Sponsored by

Mickes O'Toole, LLC

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### **Legislative Issues & School Finance**

**9:00 - 10:30 am**   **Granada A/B/C**

#### **Legislative Issues**

*Scott Kimble, MCSA*

A review of legislative issues currently being discussed at the state level.

#### **School Finance**

*Kari Monsees, Raymore-Peculiar and Carol Embree, Springfield Public Schools.*

A review of school finance and accountability issues currently being discussed at the state level.

### **MASA Executive Committee**

Ken Eaton, Mound City R-II, President  
Mark Penny, Lincoln County R-III, President-Elect  
Susan Crooks, Leeton R-X, Secretary  
Curtis Cain, Wentzville, Treasurer  
Allan Markley, Raytown C-2 , Past-President

### **District Representatives**

Roger Schmitz, Lawson R-XIV: Northwest District  
Michael Reik, Platte Co R-III: Greater Kansas City District  
Jamie Burkhart, Green Ridge R-VIII: West Central District  
Richard Asbill, Cassville R-IV: Southwest District  
Kyle Kruse, St. Clair: South Central District  
Chris Wilson, Kennett: Southeast District  
Eric Knost, Rockwood: Greater St. Louis District  
Tracy Bottoms, Monroe City R-I: Northeast District

### **MOSPRA Executive Committee**

Paul Tandy, Parkway, President  
Kelly Wachel, Lee's Summit R-VII, President-Elect  
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#### **MASA Committee Members**

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Darryl Pannier, Nell Holcomb R-IV  
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Brian Henry, Waynesville R-VI  
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Laura Hulett, Platte Co. R-III  
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