

Enhanced Security Feature for Online Account Access: Multi-Factor Authentication



During a time when online security is more important than ever, the Missouri Securities Investment Program (MOSIP) proactively offers online security features to their investors. One of the essential protections MOSIP offers to their online account users is multi-factor authentication (MFA).

What is MFA?

MFA protects online accounts against data breaches that are commonly related to compromised login credentials. It provides an additional layer of security by requiring a second (and sometimes third) form of identity verification from the user. This helps to confirm only authorized individuals are accessing confidential account information.

How Does MFA Work?

After an online account user enters their login credentials, MFA will prompt the individual to also enter a unique, one-time numeric passcode. This passcode will be delivered to the individual based on their delivery election. MOSIP investors can elect to have their passcode sent via email, phone call or text message. This passcode must be entered in order for the user to log-in and view online account information and perform transactions.

This secondary form of verification helps to further ensure that the correct individuals are accessing online account information. Without the unique, one-time passcode, the individual attempting to log-in will not be granted access. Once enabled, MFA will be required every time an online user logs into their account.

How Do I Enroll in MFA?

Enrollment is simple for MOSIP investors and can be set up by following the instructions posted to their online account. As described above, once MFA is enabled, account access will be granted only after a user successfully completes two measures of identity verification – providing their username and password, and entering the auto-generated one-time numeric passcode. Enrollment can also be reversed.

MFA is a voluntary feature designed to meet individual needs. While it is not a mandatory feature for MOSIP investors, we strongly encourage their participation. We also encourage non-participants to confirm their current investment vehicles offer online security features for online activities and accounts, like MFA, to ensure their data is kept secure.

While no process can completely eliminate online security threats, because MFA requires multiple methods for determining a user's identity, it is viewed as one of the best available ways to protect confidential information, especially when compared to utilizing only one method of verification, such as a username and password.

Not yet invested in MOSIP?

Interested in opening a secure account to help meet your investment needs? Please contact Trish Oppeau directly at 314.619.1792 / oppeaut@pfm.com or Jason Glidden at 816.642.8552 / jgliddenj@pfm.com. You can also call MOSIP's Client Services Group (CSG) at 1.877.MY.MOSIP option 3 (1.877.696.6747).

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Communication Planning Workshops

School districts of all sizes benefit by having a solid communication plan. MASA will provide your district guidance in developing the framework of a plan that will help you address big and small communication and PR issues.

The workshop includes the following:

- Communication planning overview
- Communication advisory teams
- Determining audiences
- Research
- Determining key messages

- Delivering your messages
- Comprehensive and project plans
- Evaluating effectiveness

The workshop will help you and your district start the process of building a great communication plan.

There is no charge for the workshop.

Want to host or be part of a session:
Contact David Luther:
david.luther@mcsa.org
(573) 638-4825

Program's current Information Statement, which should be read carefully before investing. A copy of the Information Statement may be obtained by calling 1-877-MY-MOSIP or is available on the Program's website at www.mosip.org. While the MOSIP Liquid Series seeks to maintain a stable net asset value of \$1.00 per share and the MOSIP Term portfolio seeks to achieve a net asset value of \$1.00 per share at the stated maturity, it is possible to lose money investing in the Program. An investment in the Program is not insured or guaranteed by the Federal Deposit Insurance Corporation or any other government agency. Shares of the Program's portfolios are distributed by PFM Fund Distributors, Inc., member Financial Industry Regulatory Authority (FINRA) (www.finra.org) and Securities Investor Protection Corporation (SIPC) (www.sipc.org). PFM Fund Distributors, Inc. is a wholly owned subsidiary of PFM Asset Management LLC.

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MASA Enhances Credit Card Offerings

MASA partners with Missouri-based financial institution, Central Bank, to offer a MASA MasterCard® Commercial Credit Card. The Commercial Credit Card is a commercial, purchasing and fleet card all-in-one, affording your school district flexibility, control and advanced reporting at your fingertips. Enhanced with an embedded EMV chip, the Commercial Credit Card carries added security from counterfeit fraud.



Commercial Credit Cards offer an assigned credit limit with options to add daily or even single transaction dollar restrictions. They can carry a declining balance which is great for faculty and staff with a fixed budget set for the school year. Cards can be assigned to vehicle or bus drivers for fuel and vehicle maintenance expenses. The school district can opt to have the driver be prompted for an odometer reading or vehicle number at the time of transaction, making detailed reporting available down to the vehicle or driver level.

The MASA MasterCard® Commercial Credit Card is intended for school districts requiring 10 or more cards. Central Bank also offers the MASA MasterCard® BusinessCard® enabling corporate card functionality while allowing the school district to apply transaction restrictions and credit limits on a per card basis.

You can work with Central Bank locations around the state to establish an account. Each one of the locations has personnel who can assist your district with setting up a card program for your district. You do not have to work with people in a foreign country or individuals in another state. Central Bank has locations in Jefferson City, Branson, Lake of the Ozarks, Kansas City, Sedalia, Columbia, St. Louis, Moberly, Audrain County, Springfield, and Warrensburg.

For more information, contact Doug Hayter at MASA. Phone: 573-638-4825. Email: doug.hayter@mcsa.org.

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S MASA SPOTLIGHT

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February 2019

MASA/MOSPRA Spring Conference, March 27-29

MASA members expect outstanding professional development from their association, and we believe the annual MASA/MOSPRA Spring Conference provides exactly what members want: meaningful breakout sessions, inspiring keynote speakers, and plenty of time to network with colleagues.

The 2019 MASA / MOSPRA Spring Conference is set for March 27 – 29 at The Lodge of Four Seasons, Lake Ozark, Missouri. More than 40 special breakout sessions will be lead by professionals in the field of education.

This year's conference will include sessions on school law, curriculum, leadership, public relations and communications, strategic planning, school finance and much more. Among

the presenters are key leaders at the Missouri Department of Elementary and Secondary Education, university scholars, legal experts, communications professionals and members of MASA who are doing incredible work in their districts.

On Wednesday morning there will be a session specifically for "Aspiring Superintendents." MASA encourages superintendents to share information about this session with those in their district they feel have potential in the area of district leadership. (Registration for the Aspiring Superintendent session is separate from the conference.)

While taking time to attend break-out sessions is important, the conference also offers one of the rare times where

school leaders from across the state can gather to discuss common issues and challenges that they share. Getting the perspectives of those savvy veterans as well as the fresh insights of the newer superintendents benefits everyone.

As always, there is also time to relax and enjoy some of the fun activities that come with a gathering of professionals. Just as we tell our students -- there's no reason learning can't be fun!

Registration for the conference and the Aspiring Superintendents Session are under the "Conferences and Workshops" tab at www.masaonline.org.

Spring Conference Keynote Speakers

Joe Sanfelippo

Wednesday's General Session will feature Dr. Joe Sanfelippo who will share his passion for "Changing the Narrative" for public schools. Joe writes, "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." Joe will help you *find your audience...build your brand... celebrate kids!*

Governor Parson, Commissioner Vandeven, AASA President Gaines

Thursday's Lunch and General Session will feature Governor Michael Parson; Commissioner of Education, Dr. Margie Vandeven; and AASA President, Dr. Chris Gaines (Mehlville School District). You'll want to be there to hear the Governor's views on funding the formula and education's role in workforce development; Commissioner Vandeven's insights into the work of DESE and changes schools can expect over the months to come; and AASA President (and MASA member) Chris Gaines' experiences leading the national association.



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App

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

Expanding Leadership Development



By Doug Hayter, MASA Executive Director

For example, in order to help those in the Aspiring Superintendent Program, opinions were gathered from *superintendent search firms*. We're using their input to help future leaders better understand what they need to do to prepare for their first interviews. Likewise, we surveyed current superintendents to determine what additional supports could have been offered to them as they pursued their first superintendency.

At this point in time, MASA feels the Academy for New Superintendents is operating at a very high level. This program, which is for superintendents in their second through fourth year, has been in place for several years. Working with DESE and St. Louis University, the MASA-led program allows a cohort of professionals to grow together in their roles as school leaders.

Part of the MASA Spring Conference includes a special session for those considering moving into the role of superintendent. Ultimately, we want to provide additional help for these individuals in the form of helpful documents and additional time together.

Lead – Develop – Support. Those three words are central to the work we in MASA do every day, and they are all part of the particular efforts we are putting forth towards the professional development and growth of our current and future leaders.

Several months ago MASA hired Kelly Hinshaw to serve as our Director of Leader Development. Prior to Kelly's arrival, MASA enlisted Sarah Riss to specifically assist with new superintendents and to continue her work as the Director for the Missouri Academy of New Superintendents.

Together those two have set out to formalize a multi-tiered leadership development program that will serve everyone from those interested in embarking on a career as a school leader through to those who are veterans of the superintendent role.

In order to create something that is clearly beneficial to our members, Hinshaw and Riss began by looking at what was already in place, and then reaching out to key groups around the state to get feedback on what is working and what other areas need to be addressed.

MASA's leadership support levels:

- **Aspiring** – those considering the superintendency
- **Year One** – support, professional development and networking for first year superintendents
- **Emerging** – advanced insights into board relations, finance, school culture and communications for those in years two through four in the role of superintendent
- **Transformative** – an opportunity for veteran superintendents to better understand their roles as leaders, strategists and mentors

We also want to better serve our first year superintendents. The MASA Mentoring Program has proven to be valuable, but we plan to provide additional resources. DESE offers an excellent full-day program on finance in June, and we hope to provide something in conjunction with that event that addresses other areas crucial to a successful start of the year.

There is no doubt that we all benefit from developing connections with our professional colleagues. MASA wants to help members build those networks – it's a significant part of each level of

our overall program. We know that being a superintendent can be a lonely position. We believe that by taking advantage of these MASA programs, school leaders will immediately have trusted colleagues with whom they can discuss both challenges and successes.

We are determined to create leadership support programs that will help our members find success in their roles. At this point the programs for those considering the superintendency, as well as those in their first five years, are coming together well. We will continue to seek the opinions of our veteran members to further guide us in creating the final tier – the “transformative” leader.

Best Wishes to Mike Lodewegen

As most members know, Mike Lodewegen, Associate Executive Director of Governmental Affairs, announced that he was leaving MASA effective January 21. I sent a note to members in mid-January regarding Mike's departure, but wanted to express our appreciation for all of the outstanding work Mike did on behalf of MASA and Missouri public education during his time here. I know you join me in wishing him the best of luck in his future endeavors.

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2019 Legislative Session: Vouchers and Charter School Expansion Still Top of the List



Roughly 12 months ago the atmosphere at the Missouri Capitol was considerably different. The political setting was on shaky ground and the Governor's Office was awash with scandal. It was a challenging time. The climate in January 2019 is considerably improved, but that doesn't mean that there won't be significant issues that we in public education must tackle.

Perhaps the greatest difference between last year's legislative make-up and today's is the sheer number of new faces at the capitol. There are 54 new House of Representative members and ten new Senators. Let's take the positive and say that these newly elected leaders represent an opportunity. More on that later.

A first look at the issues facing leaders in public education may look eerily similar to the last few years: Vouchers and Charter School Expansion.

MASA members can expect to hear the term Empowerment

Scholarship Accounts or ESAs a lot over the next few months, but we must be clear, an ESA is a type of voucher. Why? Like all vouchers, the ESA takes public money and utilizes it for private purposes.

For the last several years these voucher bills have been geared towards providing scholarships for special needs students to attend a private school. The overall cap for the program was limited to \$25 million per year. This year the bill that has been filed (SB 160) is a \$50 million program and does not focus on special needs. It appears to be open to any child. The School Administrators Coalition (SAC) is firmly opposed to this and any voucher bill.

Senate Bill 51, a Charter School Expansion bill, shares some similarities with previous charter school expansion efforts. SB 51 does include some small accountability measures, but the overall effect is the same and has the potential to add charter schools in many Missouri public school districts. Those districts that are most directly impacted include any First Class county and cities that have a population of 30,000 or more.

Of further concern is that the bill allows for open enrollment to charter schools, so any student would be able to enroll in a charter school regardless of if they

lived in a town with 30,000 or more people, or lived in a First Class county. It appears that any student could attend.

Because Missouri has so many new legislators, MASA members should reach out to those officials to introduce themselves. Now is the time to build relationships, not when we may need to go to them to ask for a yes or no vote on a bill. We urge you to make the phone call and find time to meet. We also encourage you to invite members of the House and Senate to visit your schools. When elected officials see the good work taking place “in the buildings” it can have a tremendously positive impact.

MASA is part of the School Administrators Coalition (SAC), and while the SAC has individuals whose jobs are to advocate for public education, make no mistake, it is the association members who have the most positive influence with those at the capitol.

Contribute to Better Schools for Missouri!

Better Schools for Missouri was formed as a way for supporters of public education to help elect candidates in Missouri who share the value of quality public education.

We encourage MASA members to support the action committee. You may contribute and learn more at www.betterschoolsformissouri.com or send an email to betterschools@mcsa.org. You may reach us by phone at 573-638-2692.



registration fee includes workshop handouts and lunch sponsored by OPAA! Food Management and American Fidelity Assurance.

The workshop will be available live on the internet and is free for those subscribed to the MASA Online Video Library; however, participants must register to be part of the live presentation.

For more information on this workshop visit www.masaonline.org and view under “Conferences & Workshops.”

If you have any questions or need additional information, please contact Doug Hayter at doug.hayter@mcsa.org or Ann Ainsworth at ann@mcsa.org. To contact by phone call 573-638-4825.

Special MASA/MoASBO Workshop: 2019-20 Budget Development

It's time to start looking at your district's 2019-20 budget. On **March 6 and March 7**, MASA and MoASBO are co-sponsoring a session to assist districts in building a budget for 2019-20. Jason Hoffman, CFO for the Jefferson City School District and Kari Monsees, Superintendent at Raymore-Peculiar School District will focus on identifying key areas of concern, estimating revenues and expenses and provide a general discussion of budgeting basics. Doug Hayter of MASA, and representatives from DESE will also be on hand to share information. The Governor's budget recommendations for education will also be reviewed. Registration is \$60/person. The

MASA President's Report

What KIND of year will you have?

Ken Eaton, Superintendent, Mound City School District



I write this report just after Christmas Break. To us in the public education world, a new calendar year doesn't mean much

since we live our lives from July 1st to June 30th. We tend to timeline events from the sound of new sneakers in the hallway on the first day with students to their comments anticipating the opening of the community pool towards the end of May. It's during this gap of time when the planning, collaboration, and hard work are put to the test.

As school leaders we constantly focus on “what do we want from our students?” As for me, I want our students to be safe, polite, respectful and learn at their personal highest level. In a worldly sense of community, I want

them to graduate, get a good job, have a successful marriage, have great kids (that they send to us to educate), and, overall, be productive, happy citizens. Getting all of that is, to say the least, challenging when we are expected to take on more and more roles of “raising” kids. BUT, most public schools continue to step up and deliver.

We are bombarded with media reports of how public schools across America are failing students. Reports of being 24th in the world in math, 17th in science..... blah, blah, blah. Like many of your schools, we have had several foreign exchange students over the years. The one commonality with ours have been that their schools back home “track” students. They are tested in a certain chronological year

and if they aren't at a certain level they go to a different school. The ones that make the cut go to an upper level school. These top 20% kids are then tested towards the end of their public education and ultimately compared against “all” of our students via NAEP, OECD or other similar tests. If we compared our top students to their top students, we would do excellent. I am certainly not saying that we don't have room to improve, I would simply like the skewed reporting to be accurate. I know that will never happen, but I can dream.

We in public school education develop and refuse to let the negatives impact how we do our jobs. This is a compliment to leaders like yourself that keep the attention on things that matter. So if you haven't had a nice thing said about you lately---there it is!

A recent story published in the Kiwanis Magazine by Kasey Jackson is titled *Simple Kindness*. She shares that the world is better in terms of



poverty, literacy, health, freedom and education than at any time in human history. She goes on to say “many of us go to bed angry and wake up angry because we are inundated with negativity.” Her article is based on Fred Rogers. (Yep.... won't you be my neighbor. That Fred Rogers.) Rogers is quoted as saying “There are three ways to ultimate success: The first is to be kind. The second way is to be kind. The third way is to be kind.” What a concept!

We know that as public education leaders, there will be negativity targeted at our schools. Basically, our options are be angry or be kind. I want to encourage school leaders across this great state to choose to be kind, if for no other reason because we don't have time to be angry. We are the only ones

who can choose how we approach each day. I tell our staff as we gear up for each school year that no student deserves for us to have a bad day.

I've had the privilege to serve as an officer in MASA the last few years and because of this I have had the opportunity to meet many of our members. I can say without a doubt that public education in Missouri is definitely in good hands.

The motto of MASA is **LEAD•DEVELOP•SUPPORT**. MASA headquarters is full of professionals that we are lucky to have working for us. Please reach out to them if you are facing a challenging issue or just need some advice. Have a great new year. Remember be KIND and watch your back!

You will find Kasey Jackson's article, “Simple Kindness” at <https://www.kiwanis.org/docs/default-source/kiwanis-magazine/ki-1218.pdf>

MASA: Staying in Touch

MASA uses a variety of methods to keep members, business associates and retirees informed. We encourage you to follow us. If you are not receiving our emails, please let us know.

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