

## End-of-Year Planning: Make the Most of Your Incoming Funds with MOSIP



With 2018 just around the corner, consider making a New Year's resolution seeking to optimize your entity's interest earnings. The Missouri Securities Investment Program (MOSIP) can help you on the path to achieving your investment goals in the year to come. MOSIP provides public entities throughout the state with an alternate investment opportunity that stresses safety of principal, liquidity and yield as its primary objectives.

MOSIP was founded in 1991 and is sponsored by associations across Missouri including the Missouri School Boards' Association (MSBA), Missouri Association of School Administrators (MASA), Missouri Association of School Business Officials (MoASBO), Missouri Association of Counties (MAC) and Missouri Municipal League (MML).

As your funds start arriving in the coming weeks, consider investing in MOSIP. Investment options through MOSIP are permitted under applicable Missouri law and include:

### MOSIP Liquid Series

The MOSIP Liquid Series is rated AAAM1 by Standard & Poor's and is designed to help investors maximize income potential while maintaining safety, liquidity and yield.

### MOSIP Fixed-Term Investments

In addition to the Liquid Series, MOSIP offers options that can help make the most of your cash by lining up investments with their date of expected use at relatively competitive interest rates.

The MOSIP Term Series provides investors with an opportunity to receive a competitive fixed rate of return for a specified timeframe. A minimum \$1 million investment is required, and the investment period ranges from 60 days to one year with interest paid to investors upon maturity.

MOSIP Term is rated by AAAf by Fitch and AAAfk by Kroll\*.

### Certificates of Deposit (CDs)

Through MOSIP's investment adviser, PFM Asset Management LLC (PFMAM), investors have access to FDIC-insured CDs from a network of banks nationwide. FDIC-insured CDs offer fixed competitive rates and flexible terms, typically ranging from 60 days to one year. Both principal and interest are FDIC-insured up to the allowable limits.

As a MOSIP investor, you also benefit from a partnership with PFMAM, investment adviser to MOSIP for 22 years. PFMAM is an independent firm and an industry leader dedicated to providing objective investment advice to the public sector.

Let MOSIP help you work toward your investment financial goals in 2018. To learn more, please contact Trish Oppeau directly at 314-619-1792 / oppeaut@pfm.com or Jason Glidden at 816-642-8552 / gliddenj@pfm.com. You can also call MOSIP's Client Services Group (CSG) at 1-877-MY-MOSIP option 3 (1-877-696-6747).

*The Liquid Series has received a AAAM rating from Standard & Poor's (S&P). S&P's fund ratings are based on analysis of credit quality, market price*

## AASA Conference: Join Us in Nashville!

The American Association of School Administrators (AASA) has scheduled the 2018 National Conference on Education, February 15-17 in Nashville, Tennessee.

The Missouri Breakfast, sponsored by Chartwells and American Fidelity Assurance, will be Friday morning, February 16, at 7:30 a.m. at the Omni Nashville Hotel.

The MASA President's Reception will be on Friday evening, February 16, beginning at 5:30 p.m. at the Nashville 'Honky Tonk Central' and is being sponsored by George K Baum and Co; PFM Asset Management; Guin Mundorf, LLC; EdCounsel,

*exposure and management. According to S&P's rating criteria, the AAAM rating signifies excellent safety of invested principal and a superior capacity to maintain a \$1.00 per share net asset value. However, it should be understood that this rating is not a "market" rating or a recommendation to buy, hold or sell the securities. For a full description on rating methodology, visit S&P's website (http://www.standardandpoors.com/ratings/funds-main/en/us).*

*Effective March 2016, all new Term Series have received a rating of AAAf from Fitch Ratings ("Fitch") and a AAAfk rating from Kroll Bond Rating Agency ("Kroll"). The ratings reflect Fitch's and Kroll's review of the Term program's investment and credit guidelines, the portfolio's credit quality and diversification, as well as the capabilities of PFM Asset Management LLC as investment adviser. The Fitch AAAf rating indicates the highest underlying credit quality (or lowest vulnerability to default). The Kroll AAAfk rating is based on the credit quality of the underlying instruments that comprise the portfolio and is influenced by the results of a qualitative assessment of the investment adviser. However, it should be understood that these ratings are not "market" ratings nor a recommendation to buy, hold or sell the securities. For a full description on rating methodology visit (www.fitchratings.com) and (www.krollratings.com/ratings/methodologies/rating-scales).*

*PFM is the marketing name for a group of affiliated companies providing a range of services. All services are provided through separate agreements with each company. This material is for general information purposes only and is not intended to provide specific advice or a specific recommendation. Investment advisory services are provided by PFM Asset Management LLC which is registered with the SEC under the Investment Advisers Act of 1940. Additional applicable regulatory information is available upon request. Institutional purchasing card services are provided through PFM Financial Services LLC. For more information regarding PFM's services or entities, please visit www.pfm.com*

LLC; Commerce Bank and Gilmore Bell PC. The Kentucky School Administrators will also be joining us for this reception.

There is no cost to attend either event and spouses are invited to attend.

Missouri Superintendent of the Year Stephen Kleinsmith will be recognized during the first general session at 10:15 a.m. on Thursday, February 15.

Registration and more information is available at [www.aasa.org](http://www.aasa.org). Contact the MASA Office for information on the Missouri Housing Block at the Omni Nashville Hotel.

## Spring Conference, April 4-6

Featuring keynoteists Jon Landis and Steve Gilliland, pre-conference sessions, great professional development and colleague connections!

Be sure to get registered for the 2018 MASA/MOSPRA Spring Conference, April 4-6, at The Lodge of Four Seasons. This year's conference will be exceptional with more than 40 breakout sessions on topics ranging from student mental health and school finance to communication strategies and important legal issues that affect your schools.

On Wednesday, April 4, the conference will offer pre-conference sessions for aspiring superintendents, and other sessions to be determined. Wednesday's General Session will feature Dr. Jon Landis who will share his insights into visionary leadership with emerging technologies in his presentation, "Mobility, Leadership, and Learning."

Wednesday afternoon will include several breakout sessions. The Exhibition Hall will be open Wednesday from 3:30 – 6:30 p.m.



Dr. Jon Landis

April 5, participants will have multiple professional development sessions from which to choose. The Exhibition Hall will be open throughout the morning.

Thursday's Lunch and General Session will feature the humorous and inspiring message "Making a Difference" with Steve Gilliland. Thursday night everyone is invited to the MASA Fun Event.

On Friday morning, the MASA Business Meeting will be held. We will also hear from PSRS Executive Director, Steve Yoakum.

Wednesday night both MASA and MOSPRA will hold their respective receptions and banquets.

On Thursday, April 5, participants will have multiple professional development sessions from which to choose. The Exhibition Hall will be open throughout the morning.

Thursday's Lunch and General Session will feature the humorous and inspiring message "Making a Difference" with Steve Gilliland. Thursday night everyone is invited to the MASA Fun Event.

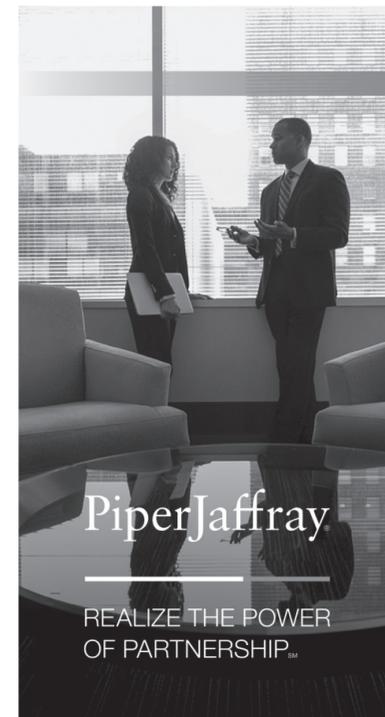
On Friday morning, the MASA Business Meeting will be held. We will also hear from PSRS Executive Director, Steve Yoakum.

Complete registration information, a program schedule, and a list of breakout sessions will be mailed to all members in January. Rooms at the Lodge will fill quickly so make your room reservations now. Just call 1-888-265-5500 and ask for the MASA meeting room rate.



Steve Gilliland

Carry the Conference on your data phone! Download the MASA App at either the Apple App Store or Google Play



## Transparency matters. Who is serving as the fiduciary on your bond issues?

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OF PARTNERSHIP.

# S MASA SPOTLIGHT

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December 2017

## Stephen Kleinsmith Named Superintendent of the Year



Dr. Stephen Kleinsmith, Superintendent of Nixa Public Schools, has been named Superintendent of the Year by the Missouri Association of School Administrators

during its annual fall conference held October 5-8, 2017, at Tan-Tar-A Resort, Osage Beach, Missouri.

MASA Executive Director, Doug Hayter, stated, "Dr. Kleinsmith is one of the most respected leaders in Missouri education. He is known for his professional demeanor and his willingness to address the important and often challenging aspects of public education. Most importantly, he has always been focused on what is best for students."

Dr. Kleinsmith will be recognized during the AASA National Conference on Education in Nashville in February for his state selection.

Dr. Kleinsmith is a proponent of early childhood education, and he has led the charge for improving early childhood

### Professional Development: Brought To You by MASA

An important component of MASA is providing members with meaningful professional development and assistance with issues that challenge school districts. This past fall MASA provided multiple *Focus On* sessions. Included in the offerings were sessions on School Board – Superintendent Relations, Strategic Planning, Understanding the APR, Section 504, Liability, and Workman's Compensation. Nearly 400 MASA

special education services in Nixa. In 2014, the District began using an integrated style classroom, consisting of students qualified for special education working alongside typically developing role model students. Since that time Nixa has added six integrated early childhood special education classrooms serving an average of 264 students each year.

Communication is also a hallmark of Dr. Kleinsmith and the Nixa Public Schools. A central part of the district's strategic plan is communicating with their various audiences. Nixa Public Schools regularly communicates its Mission, Beliefs, Parameters, Objectives, and Strategies (both long and short term) with the community, parents, students, faculty, administrators and support staff. This is done through outreach opportunities such as Koffee with Kleinsmith, Chamber of Commerce, Principal Advisory Councils, PTAs, civic organizations, the Senior Center and school board meetings.

Dr. Kleinsmith wrote in his application, "Our CSIP is action oriented. It is our mantra that what gets placed on the CSIP gets done. Goal

members and their staff attended the workshops.

MASA is pleased to help coordinate professional development opportunities for its members through our *Focus On* sessions, finance workshops, video library, and, of course, our conferences.

In January and February, MASA will offer another *Focus On* session specifically to help school districts with the many personnel decisions they face each spring.

In a *MASA Update* sent earlier, we thanked those MASA leaders and

setting is not enough, goal completion must be the aim of a strategic plan."

Dr. Kleinsmith has successfully built strong and trusting relationships with the Nixa community. Since 2000 the district has constructed a new high school, two new elementary schools, a new intermediate school, added onto the junior high and recently built high school.

Dr. Kleinsmith has noted that, "This trust that our community has in our school district is promoted by the way we have prioritized and selectively abandoned good ideas in favor of great ideas. Anyone can cut away the low hanging fruit. Saying no to good ideas to make room for great ideas takes courage."

Dr. Kleinsmith has served students in Missouri's public schools for 17 years. Prior to joining the Nixa Public Schools in 2000, Dr. Kleinsmith served as a principal at All Saints K-8 School, Omaha, Nebraska and as principal of Westwood Junior and Senior High School, Sloan, Iowa, and the Executive Director for Administrative Affairs for the Millard, Nebraska Public Schools.

their school districts for hosting the workshops. It is helpful to be able to offer some sessions "out in the state" to mitigate some additional travel to our headquarters in Jefferson City.

We want to thank the following for their insightful presentations: Mickes O'Toole, LLC; Guin Mundorf, LLC; Tueth Keeney Cooper Mohan Jackstadt P.C.; EdCounsel, LLC; Patron Insight; the Department of Elementary and Secondary Education; and MASA leaders from Rolla, Ozark, and Waynesville.

# What Book Is On Your Nightstand?



By Doug Hayter, MASA Executive Director

are too many great reads from John Maxwell to list all of them here but get started with this one and go from there.

**#4 Good to Great** by Jim Collins.

A must read for the leader of any organization as to how to cultivate Level-5 Leadership and long-lasting success.

**#5 The Servant** by James Hunter.

This book truly gets to the core of what true leadership is. To quote one review, “The true foundation of leadership is not power, but authority, which is built upon relationships, love, service, and sacrifice.”

Here are some of the titles others at the Executive Board meeting shared:

**Mike Reik, Platte County:** *Malcolm and Me, How to Use the Baldrige Process to Improve Our School*, by Richard E. Maurer and Sandra Cokeley Pedersen

**Susan Crooks, Leeton:** *Culture Rewired: How to Define, Assess, and Transform It* by Steve Gruenert and Todd Whitaker

**Mike Lodewegen, MASA:** *The Subtle Art of Not Giving a (Rip): A Counterintuitive Approach to Living a Good Life* by Mark Manson

**Mark Penny, Lincoln County (Troy):** *Hero Maker* by Todd Whitaker

**Aerin O’Dell, Orrick, and David Luther, MASA,** both recommended *Quiet: The Power of Introverts in a World That Can’t Stop Talking* by Susan Cain

**Paul Mensching, East Buchanan:** *The Boys in the Boat* by Daniel James Brown and *A Framework for Understanding Poverty* by Ruby Payne

**Chris Gaines, Mehlville:** *The Restless Executive: Reclaim Your Values, Love What You Do and Lead with Purpose* by Jo Simpson and *What to Ask the Person in the Mirror* by Robert Kaplan

**Kyle Kruse, St. Clair:** *It’s Your Ship: Management Techniques From the Best Damn Ship in the Navy*, D. Michael Abrashoff

**Aaron Zalis, Rolla:** *The Trust Puzzle: How to Keep Your Company on the Ethical High Road* by Frank Bucaro

**Richard Asbill, Cassville:** *The World According to Mister Rogers* by Fred Rogers and *You Had One Job* by Beverly Jenkins

**Jeff Lindsey, Ste. Genevieve:** *The Heart of Leadership: Becoming a Leader People Want to Follow* by Mark Miller

**Tracy Bottoms, Monroe City:** *Hacking Leadership* by Joe Sanfelippo and Tony Sinanis

**Scott Kimble, MASA:** *No Shortcuts to the Top* by Ed Viesturs

I know you are busy as school district leaders, but take the time to “sharpen the saw” by reading the book(s) of your choice.

Happy reading and remember what B.A. Billingsly said, “A book is a friend. A good book is a good friend.”

## MASA Executive Committee

President.....Allan Markley  
 President-Elect ..... Ken Eaton  
 Secretary .....Mark Penny  
 Treasurer .....Susan Crooks  
 Past President ..... Aaron Zalis

## District Representatives

Northwest ..... Paul Mensching  
 Gr. Kansas City .....Michael Reik  
 West Central ..... Aerin O’Dell  
 Southwest ..... Richard Asbil  
 South Central ..... Kyle Kruse  
 Southeast ..... Jeffrey Lindsey  
 Gr. St. Louis ..... Mike Fulton  
 Northeast ..... Tracy Bottoms

## MASA Business Associate Members

The following companies and organizations have joined MASA as Business Associate Members for 2017-2018. Please consider these companies when your district is making purchases or seeking professional assistance. MASA has established a link to the websites of most of these businesses at [www.masaonline.org](http://www.masaonline.org). (Choose the Business/Associate Members tab.)

ACI Boland Architects  
 AdvancED Missouri  
 American Boiler & Mechanical  
 American Digital Security  
 American Fidelity Assurance Company  
 Apple Computer  
 Arthur J Gallagher & Co (MET)  
 Arthur J Gallagher & Company  
 Blackboard Inc.  
 Boehne Financial Group  
 Buckeye International Inc  
 Care to Learn  
 CBIZ Benefits & Insurance Services Inc  
 Central Bank Claim Care Inc  
 Classrooms Inc  
 Commenco Inc  
 Commerce Trust Company  
 (The) Common Goal Systems, Inc  
 CTS Group Curriculum Associates  
 Dake Wells Architecture  
 Dickinson Hussman Architects  
 DLR Group  
 EdCounsel LLC  
 Educational Consulting Services  
 EducationPlus  
 EduOptimus  
 ERate Program LLC  
 Excel Energy Group, Inc.  
 Facility Solutions Group  
 Federal Protection Inc  
 FGM Architects  
 First State Community Bank / FS Leasing, LLC  
 Fisher Tracks Inc  
 Flexible Educators  
 Forecast5 Analytics Inc  
 Forrest T. Jones & Co.  
 Foundation for Educational Services SOCS  
 Gabbart Communications  
 George K. Baum & Company  
 Gilmore & Bell PC  
 GRP Mechanical Company Inc  
 Guin Mundorf LLC  
 Holland Construction Services Inc  
 Hollis + Miller Architects  
 Horace Mann  
 HTK Architects  
 Illuminate Education  
 Imagine Learning Inc  
 IMS LLC  
 Inter-State Studio & Publishing Co.  
 Ittner Architects Inc.  
 J W Terrill  
 JMO Mobile Modular LLC  
 KPM CPAs & Advisors  
 L E Smith & Assoc.Inc.- KidGuard Ins  
 L. J. Hart & Co.

Lunchtime Solutions Inc  
 MarketVolt  
 McCownGordon Construction  
 McKinstry  
 Mercer  
 Mickes O’Toole LLC  
 Midwest Bus Sales  
 Midwest Card & ID Solutions LLC  
 Midwest Computech  
 Mike Keith Insurance Inc  
 Missouri Employers Mutual  
 Missouri Health & Educ. Facilities Authority  
 Missouri United School Insurance Council (MUSIC)  
 MO Retired Teachers Assn & Public School Personnel  
 MOREnet  
 National Life Group  
 Navitas  
 Northwest Evaluation Association (NWEA)  
 Opaa! Food Management  
 Paragon Architecture Inc  
 Performance Services Inc.  
 PFM Asset Management LLC - MOSIP  
 Piper Jaffray  
 Plumbers & Pipefitters Local 562  
 Porter Berendzen & Associates PC  
 Presentation Solutions, Inc.  
 Quality Network Solutions  
 S. M. Wilson & Co.  
 Sapp Design Associates Architects PC  
 Schneider Electric  
 Select Imaging  
 SG360  
 Show-Me Curriculum Administrators Assoc.  
 Siemens Industry Inc  
 Socket Telecom  
 Software Unlimited Inc  
 Southern Bus & Mobility  
 Southwest Center  
 Spectrum Enterprise  
 St Louis Electrical Connection  
 Stifel  
 SubTeach USA  
 Techline Sports Lighting  
 Thomas McGee LLC  
 Thomeczek & Brink LLC  
 TR.i Architects (Thomas Roof, Inc.)  
 Trane U.S. Inc.  
 Tueth Keeney Cooper Mohan & Jackstadt PC  
 Turf Etc LLC DBA Synlawn  
 USI Insurance Services  
 Wagner Portrait Group  
 WillSub / PCMI Staffing Services  
 WindSmart Technologically Advanced Roofs  
 YellowFolder LLC  
 Zaner-Bloser

## MASA President’s Report

# Local Control? It Makes the Most Sense!

Allan Markley, Superintendent, Raytown School District



Have you ever heard the saying, “All politics are local?” The quote is attributed to former Speaker of the United States House

of Representatives, Tip O’Neill. What O’Neill was saying is that people care about the issues that most directly affect them (their family, their paycheck, their health, etc.). There’s been fair criticism leveled at this idea because, clearly, we are all affected by bigger, national and international issues (think terrorism or war). Still, for public schools in Missouri, politics, and the decisions that are made that impact our students, are local (or at least they should be).

Take a look at your school district. Look at your budget and your curriculum, and most importantly, the needs of your students. Who better than local school leaders and elected school board members, know how to best address the issues that face your schools? When you have "skin in the game," the time and thoughtfulness for decision making goes up considerably.

So ask yourself, where do you have local control, and where are the decisions of your schools dictated to you by either federal or state entities (or both)? Let’s start with the latter.

Here’s a short list of issues over which your school district has little or no control:

- Nutrition Standards
- Bus Ridership (many districts make safety decisions for kids but do not receive reimbursement due to mileage restrictions)
- McKinney-Vento (Federal/State) – homelessness has a tremendous impact on many schools
- Bonding Capacity/Bonded Indebtedness

- Assessed Valuation, New Construction, Hancock Amendment spending requirements related to federal dollars (Title Monies, SPED Maintenance of Fiscal Effort)

Now let’s consider what local school districts do control

- School Start/End Times, Calendars
- Grade/Building Configurations
- Board Elections
- Curriculum/Instruction Choices (These, however, must be aligned to state standards to be successful)

Here’s my thought on which of the items local districts should control but don’t: **ALL OF THEM!**

I’m not making a case that school districts should be completely autonomous or that they should not be held to certain state and national standards, but I would argue that how we meet those standards can best be determined by those who lead the districts.

After serving as superintendent in three completely different districts it makes the most sense to me to give districts the ability to serve their students where they live. This can range from transportation needs to academic needs. The same can be said for our assessment and accreditation system. It seems that some think a few tweaks to the system of “one size fits all” will be enough to give districts the autonomy they need..

Until we see real local control, many of the issues we struggle with will not be resolved. Sure, school districts will strategically plan, teachers will pour their hearts and souls into their classrooms, and some students will be better for it; but until all homes are stable, students are no longer in foster care or homeless, and the trauma that students bring with them to the schoolhouse door diminishes, we are fighting a losing battle, particularly in the urban areas.

I hope this article does not come across as negative. We are seeing some positive moves to allow more local control. Parts of the Every Student Succeeds Act (ESSA) provides for more local control, and at the state level, there are more and more legislators who recognize the importance of local control (although there are others who just don’t get it).

Local control is not a foreign concept. We see it every day in the communities in which we live. It is rare that people question local planning boards or municipal government, so why should there be push back against school leaders and school boards working on behalf of the families they know best?

Every month I spend time with parents, staff, community members and local leaders and elected officials. That time together is incredibly valuable. It helps me to better understand what my community wants to see happen in their public schools. When they learn of the limits the district has over so many important issues related to their children, their frustration is evident.

The 2018 Legislative Session is nearly upon us. Let’s work together to help those at the state and federal level better understand the value of providing more local control to school districts.

