

Economic Indicators: What They Are and Why They Matter



Since the Great Recession of 2008, we've come to better understand how statistics dominate the economy. Depending on what they measure, numbers provide clues into the economy's underlying health and direction. A few particularly valuable clues can be found in data released by the federal government known collectively as the "economic indicators."

We hear reports about these economic indicators, which influence the markets in which local governments invest. MOSIP's investment adviser continuously monitors these indicators to make investment decisions and to gauge where the markets may be headed.

Below are a few explanations that may help you to better understand the importance of these indicators and how they can impact your investments.

Unemployment Report

Every month, the U.S. Bureau of Labor Statistics surveys employers and employees to determine the number of new jobs, the unemployment rate and other factors affecting the job market. The numbers reflect the status of people working in a broad range of industries, excluding agriculture (non-farm payrolls).

Employment numbers are closely watched because they are so timely.

Missouri Academy for New Superintendents Accepting Applications

Dr. Sarah Riss, Program Director



The Missouri Academy for New Superintendents is a joint project of the Missouri Department of Elementary and Secondary Education, the Missouri

Association of School Administrators and the Department of Educational Leadership and Higher Education at Saint Louis University. The Academy is a one-year program designed to assist new superintendents in establishing a network that will promote reflection,

They typically appear within a week after the month end for which they're compiled.

Consumer Price Index (CPI)

The CPI is closely monitored by investors because inflation affects interest rates. If inflation is growing, interest rates are likely to go up, making it costlier to borrow money.

The "core CPI," which many economists view as the truest measure of inflation, excludes two elements of the overall CPI: food and energy, which includes gasoline.

This index measures inflation by keeping track of prices for a fixed "basket" of goods and services and do not include purchases like automobiles or appliances.

The chief complaint about the CPI, is that it doesn't account for substitution. For example, if beef becomes more expensive, people may switch to less expensive chicken.

Gross Domestic Product (GDP)

This indicator measures the total value of all goods and services produced in a country in a given year. In other words, it measures the size of the economy.

When commentators talk about a "growing economy" they're talking about a rising GDP. When GDP isn't growing in line with expectations, or worse, if it's shrinking, it could have a negative effect on available investment rates. Conversely, if the economy is

communication, the development of interpersonal skills, and a structure program of effective mentoring. The next class of the Academy will begin meeting in November 2018.

There will be three retreats held state-wide in an environment that allows reflection and collegiality. State and national presenters from the field of education will share their knowledge and expertise during these retreats.

A portion of the program costs are underwritten by MASA. However, each participant's school district will be asked to contribute \$1,500 to the cost of the training. The district

growing too quickly, interest rates might rise in response, making it more expensive for borrowers.

Consumer Confidence Index

The economy depends on the eagerness of consumers to buy goods and services. That eagerness is measured by the consumer confidence index

The level of consumer confidence points to how people feel about the economy and their prospects for new jobs or higher pay. Higher confidence is generally good, but – as with many economic factors – if confidence is too high, it could lead to inflation, which could trigger a rise in interest rates. Local government leadership armed with a basic understanding of these economic indicators may be better equipped to sort through the daily economic news and may have a clearer sense of what may lie ahead for the economy.

For more information, please contact Trish Oppeau directly at 314-619-1792 / oppeaut@pfm.com or Jason Glidden at 816-642-8552 / gliddenj@pfm.com.

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contribution covers lodging, meals, and materials. A limited number of partial scholarships are available for those unable to pay the full amount.

Missouri superintendents with at least one year of experience as a superintendent and no more than four years of experience are eligible. The application process is now open. Simply go to the Missouri Academy for New Superintendents tab on the MASA website: www.masaonline.org.

In addition, applicants may either call Sarah Riss at 314-575-8942 or email her at sarah.riss@mcsa.org.

Upcoming Workshops

Lead•Develop•Support

MASA is pleased to provide our Lead - Develop - Support (LDS) Fall professional development workshops. Formerly known as "Focus On," LDS workshops are primarily legal in nature, but we will add other content as needed.

Negotiations: Collective Bargaining & Separation Agreements

Sept 10: MASA, Jefferson City
Sept 19: Lee's Summit School District
Oct 3: Ritenour School District
Oct 9: Willard School District

Section 504: Overview and Best Practices

Sept 19: MASA, Jefferson City
Oct 4: Republic School District:
Oct 9: Liberty Public Schools
Oct 23: MASA, Jefferson City
Oct 29: EducationPlus, St. Louis

Pitfalls in Teacher Dismissal Cases

Oct 9: EducationPlus, St. Louis
Oct 11: MASA, Jefferson City
Oct 30: Independence School District

Student Free Speech Issues: Social Media, Student Walkouts, and Threats of Violence

Sept 26: MASA, Jefferson City
Oct 4: MASA, Jefferson City
Oct 8: Raytown Schools
Oct 22: Parkway School District
Nov 6: Springfield Public Schools

MASA is also planning additional sessions related to School Board - Superintendent Relationships. Dates and locations of those sessions will be publicized soon.

Members may register by visiting www.masaonline.org and looking under the "Conferences & Workshops" tab.

School Finance

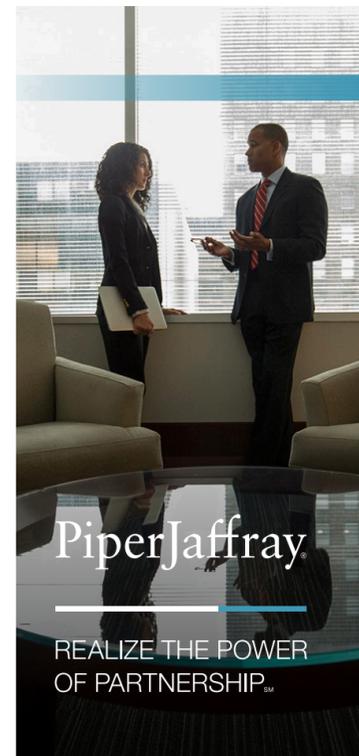
Evaluating The Budget

October 24, 2018 or October 25, 2018
MCSA Conference Center (MASA)

This workshop will assist school administrators in identifying areas of budget concern and will provide an opportunity for general discussion about budgeting and other school finance topics. Jason Hoffman, Chief Financial Officer for the Jefferson City School District and a MASA member representative, as well as DESE representatives, will lead the session. The session will also include a discussion of current and future formula funding issues as well as advice on how to identify potential problems in a district budget.

To register, go to www.masaonline.org and look under the "Conferences & Workshops" tab.

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Explore and Connect at the 2018 Fall Conference

MSBA/MASA Event Set for September 27-30

The 2018 MSBA Annual Conference held in cooperation with MASA provides a unique opportunity for superintendents and school board members to renew their commitment to providing children with a quality education.

The conference is set for September 27-30 at Tan-Tar-A Resort and it is not too late to register.

The conference features more than 120 concurrent sessions on a wide range of topics of interest to superintendents and school board members. In many cases, sessions are presented by leaders from local school districts throughout the state.

The First General Session includes keynote Bill Bradley. Mr. Bradley is a former three-term senator from New Jersey, but he was born and raised in Crystal City, Missouri, where he honed his considerable basketball skills. Bradley went on to Princeton and then played on the Gold Medal 1964 Olympic Team. Bradley then attended Oxford as a Rhodes Scholar. Bradley won two NBA championships with the New York Knicks. Bradley ran for President of the United States in 2000. Mr. Bradley has

a long history of supporting innovative practices in education.

The Second General Session will include Carmen Agra Deedy. Ms. Deedy has been writing for children for over two decades. Born in Havana, Cuba, she came to the U.S. as a refugee in 1964. She grew up in Decatur,

Georgia, where she lives today. Deedy is an award-winning author of children's books and a talented storyteller who has been featured on National Public Radio and in Publishers Weekly.

The Saturday night banquet will include the naming of the 2019 Superintendent of the Year.

The MASA Business Meeting will



Bill Bradley



Carmen Agra Deedy

be on Friday afternoon at 3:45 p.m. in the Crystal Ballroom at which time the MASA legislative platform will be discussed.

For more information or to register, go to www.msbanet.org



Join us at the beautiful Lake Valley Country Club
12 noon Tee-off (Shot gun start)
Four-Person Scramble

MASA Gale Bartow Memorial Golf Tournament: Still Time to Register!

There is still time to register for the MASA Gale Bartow Memorial Golf Tournament to be held Monday, September 17 at the beautiful Lake Valley Country Club.

This year we will honor former MASA Presidents, Don Northington and Allan Markley.

Tee-off for the shot gun start is 12 noon. This is a four-person scramble.

Cost is \$80 per person (includes green fees, cart, and meal following the tournament). Prizes for the top three teams in three flights!

All current and retired superintendents and administrators are invited to participate in this great afternoon of golf.

Register at the www.masaonline.org website (the link is on the home page).

Words of Wisdom for the New School Year



Doug Hayter, MASA Executive Director

sure your relationships at work are always appropriate and professional.”

Richard Asbill—Southwest Representative, Cassville “Develop and honor your true friendships.”

Tracy Bottoms—Northeast Representative, Monroe City “Communicate with your board of education frequently and honestly.”

Roger Schmitz—Northwest Representative, Lawson “Develop a relationship with your DESE state supervisor. Also, ask yourself, ‘will this idea outlast me?’”

Chris Wilson—Southeast Representative, Kennett “Don’t be afraid to make the tough decisions. Always do what’s best for kids!”

Eric Knost—Greater St. Louis Representative, Rockwood “If you don’t actively build a culture, it will be built for you. Build trust now and have it to tap into later.”

Susan Crooks—MASA Secretary, Leeton “It’s still all about building relationships.”

Curtis Cain—MASA Treasurer, Wentzville “My job is to work with the seven elected members of the board of education. And to ‘know the hills you are willing to die on’.”

Mike Lodewegen—MASA “Never underestimate your ability to impact public opinion in your community.”

Jamie Burkhart—West Central Representative, Green Ridge “There is always power and value in asking questions.”

Kelly Hinshaw—MASA “You are there to serve. You can also be nice in doing so.”

Sarah Riss—MASA “Thank the people who hired you. Build relationships before passing judgment on others.”

Scott Kimble—MASA “It’s a lot cheaper to pay for legal help on the front end than to do so on the back end.”

David Luther—MASA “Bad news is a lot like fish – it doesn’t get any better with age. Address the tough issues as they occur.”

Doug Hayter—MASA “People don’t quit their jobs, they quit their bosses. It can be for either a good reason or a bad reason.”

We’re fortunate to have thoughtful, experienced men and women serving on the MASA Executive Committee. I encourage you to let their words be a guide to you as you go about the important work of leading your school districts.

Should you wish to share your advice, send it my way. I’ll continue to compile a greater list and share it at a later date.

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MASA Executive Committee

President..... Ken Eaton
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 West Central.....Jamie Burkhart
 Southwest.....Richard Asbil
 South CentralKyle Kruse
 Southeast.....Chris Wilson
 Gr. St. LouisEric Knost
 Northeast.....Tracy Bottoms



The work of nearly 18 months is close to becoming a reality. MASA and MoASBO’s Administrative Leadership Summit will be held November 11-13, 2018, at Tan-Tar-A Resort. The two associations began discussing the merging of their two respective fall conferences for a number of reasons. As MASA members know, there are multiple conferences held between late July and November. Member surveys revealed that people favored combining conferences when it made sense not only to save time away from their districts, but to keep expenses in check.

The Monday lunch keynote speaker is Dr. John Draper who will share “Paddling Upstream in a Public School Canoe: Public Schools That Work.” Dr. Draper will also provide a special session entitled “Turning Negative Heat into Positive Energy.”



John Draper

Tuesday morning the summit will include a working breakfast where conference attendees can share their thoughts on important matters in Missouri education. The summit will conclude with three special 90-minute sessions: “Communicating School Legal and Finance Issues,” “Creating a Workable Strategic Plan for

Doug Hayter, MASA Executive Director, said, “We feel that collaborating with MoASBO will be a real benefit to members of both associations. We’ll be able to provide great breakout sessions on multiple topics that will now include a strand very much in line with the work of those who handle district finance. Basically, attendees will get two conferences for the price of one.”

The summit will begin Sunday afternoon with the always-popular Gold Mine Roundtables. Members will have opportunity to learn and share about technology, school safety, finance, mental health, curriculum and instruction, and much more in a format that allows attendees to cover a lot in a short time.

Sunday evening will include a reception hosted by American Fidelity.

Monday will see breakout sessions all day that will include legal topics, school finance, assessment, communications, mental health, principal evaluations, ethics, professional development, and dyslexia to name a few.

MASA & MoASBO’s New Co-Sponsored Fall Conference

November 11 - 13, 2018
 Tan-Tar-A Resort

Your District,” and “What Business Leaders Can Learn from the Military.” Registration opens August 31. Cost of the summit is \$200.

Registration
 Visit www.MASAOonline.org and find the registration link under “Conferences and Workshops / Administrative Leadership Summit.”

Hotel rooms may be reserved by calling 800-826-8272 or 573-348-3131
www.tan-tar-a.com
 Click on “Book Now”
 Online Group Code: **ELAD**
 Rooms are \$104.00

Premier sponsors for the summit include American Fidelity, Itner Architects, Inc, EdCounsel LLC, Guin Mundorf LLC, Mickes O’Toole LLC, and Tueth Keeney Cooper Mohan & Jackstadt PC.

McKinstry Innovation Awards

Deadline: December 10

The Missouri Association of School Administrators and McKinstry are collaborating to provide two \$1,250 awards for creative, dynamic, educational practices that have a powerful impact on student and/or staff learning and motivation. The purpose of this award is to support worthwhile innovative programs, processes and/or projects. One award will be selected for smaller school districts and one award will go to a mid-to-large district annually. Winners will be announced at the Spring MASA Conference.

Congratulations to this year’s recipients of the MASA and McKinstry Innovation Award. The recipient of the McKinstry Innovation

award for Small Schools was Scott County Central for their application “putting the Steam Back Into STEM.” Our recipient for mid-to-large school districts was the Independence School District for their application “Academies of the Independence School District.”

For additional information and access to the application please go to www.masaonline.org and look under the “Awards” tab.

Applications for the 2018-19 Innovation Award must be received by December 10, 2018. Previous applicants are welcome to apply again this year. For additional information, contact Sarah Riss at 314-575-8942 or by email at sarah.riss@mcsa.org.

MASA President’s Report

What do you want to be when you grow up?

Ken Eaton, Superintendent, Mound City R-2



The first week of school in 2000, I entered into a kindergarten classroom just to check out the new faces. I stood in the back of the room for a few minutes taking in the refreshing sight of the kids as they listened intently to the teacher. There was a break in the action when the teacher said, “Friends we have a visitor, do any of you know who he is?” One little boy raised his hand and answered (in a very Dutchy speech pattern) when called on, “Him is Mithter Eaton,” the teacher then asked, “Do you know what he does here?” The same little fella, was so excited to answer, looked at me and said “he is the **stupidintendent!**”

At a back-to-school night one year, I was visiting with the parents of a kindergarten girl. Her dad asked her if she knew who I was. She replied, “He is the man that ties our shoes on the playground.”

My awesome wife of 26 years works in our school system as well. She is the PK-12 Library Media Specialist and 7-12 counselor. She knows each one of our students very well and they her. I get called Mrs. Eaton by several of the younger students more than I do Mr. Eaton! I try to explain that I am not Mrs. Eaton and that women are Ms. or Mrs. and men are Mr. Who am I? A teacher. **What do I want to be when I grow up? Servant -- Shoe tier?**

Everybody wants to tell us superintendents what should be done, but when it comes time to cut the wood --nobody wants the saw. So it is up to us to make the tough calls with no other district employee up the chain to have our back. The buck truly stops with us. Very few of us went to college with our sights on becoming a school administrator, it just happened.

Something innate causes us to see bigger and want to affect change in a larger arena. This change does not come without seeking input. MASA is a great resource for knowledge. We have all been to meetings and conferences in which the sessions were good or the keynote speaker was great, but the real meat and taters comes from the conversations over dinner or at a break with our peers. Contrary to the virtual world’s view, “Siri” doesn’t know everything, but our colleagues most times have been through our situations and heed great advice. What do I want to be **when I grow up? One that listens--two ears, one mouth.**

As we gear up for kids this fall, our employees seek vision. John Maxwell said, “A leader is one who knows the way, goes the way, and shows the way.” Who am I? Who do I want to be? I want to be the leader that everyone can witness that I would never ask anyone to do something that I haven’t or wouldn’t do. We as leaders need to show the way to our district’s vision. I want to be a Doer. Young or old, experienced or not, don’t be afraid to get your hands dirty and show the way. A really, really old book has the

following passage: “Not many of you should become teachers, for you know that we who teach will be judged with greater strictness.” No truer words. Our faculty members are the topic of more supper conversations at home than any professional athlete, singer, politician, etc. If you work in public education you are fair game 24/7. Good administrators put out fires that most of our people never knew existed. Being grounded in the community allows this to happen and being connected offers us the opportunity to extinguish those flames before they get too hot. **I really didn’t want to be a fireman, but turns out...**

Terry Vest was the HS Principal that gave me my first teaching position. He always said “Get on the side of right and let them chip away at you.” I never really understood what that meant until I ventured into the world of administration. Decisions that we make cost us more than anyone outside of administration can understand. But, we all know the reward is worth the risk! **What do I want to be when I grow up? A Superintendent!**

Lead-Develop-Support. The staff at MASA does an excellent job of providing us resources to help make our jobs much more manageable. This year please take advantage of the many opportunities provided with MASA/AASA membership. I look forward to serving our membership this year and hope you have a great school year.

