

MASA

MISSOURI ASSOCIATION OF SCHOOL ADMINISTRATORS

MOSPRA

MISSOURI SCHOOL PUBLIC RELATIONS ASSOCIATION

*Spring
Conference
Program*

March 20-22, 2024
Margaritaville Resort
Lake Ozark, Missouri

LEAD • DEVELOP • SUPPORT

Wednesday, March 20 Schedule

Registration

Registration begins at 8:00 am and continues until 6:00 pm in the Registration Area outside of Paradise A

Wednesday Pre-Conference Session

Lunch is part of the registration.

Aspiring Superintendent Workshop

8:30 am to 1:30 pm Parasol II

Luncheon Sponsor: OPAA! Food Management & Program Sponsor: Virco

Presenters: Kelly Hinshaw, Doug Hayter and Jamie Burkhart, MASA; Duane Martin, EdCounsel; and a panel of active superintendents.

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.

Early Career Superintendents Program (This is not a pre-conference workshop)

11:00 am - 12:00 pm Nautical Wheeler

John Jungmann, MASA and Carol Embree, Chief Financial Officer (Ret.)

Participants in the program will have opportunity to share their experiences and learn from others.



Dialogue with the Commissioner

1:00 pm - 1:45 pm Paradise C

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.

Wednesday Opening General Session

2:00 pm - Paradise A/B



“The Confidence Crisis: What 15,000+ Girls Think About Stress, Social Media, School & Their Futures”

Keynote Speaker: Dr. Lisa Hinkelman

Keynote Sponsor: Just Right Reader

Dr. Lisa Hinkelman will present the newest insights and practical interventions for educators as she shares original research from the country’s largest-of-its-kind national survey with more than 15,000 5th-12th grade girls. From confidence, body image, sexting and social media to school, academics, career planning and leadership, the findings from The Girls’ Index™ provide a roadmap for all educators to recognize the specific challenges impacting girls. Attendees will learn tools and strategies for creating stronger girls, safer schools, and successful students.

Wednesday Breakout Sessions

Amplifying Your District’s Story

3:30 – 4:30 p.m. Parasol II

Travis Bracht and Erica Chandler, Affton School District

Who tells your district’s story? What strategies drive engagement? How do you measure the impact? This session will share ideas on how to amplify your district’s story. Hear about a new podcast highlighting the people and stories that make the district great and the analytics that prove it’s working. See the videos that celebrate the diversity of our students as well as their career interests. Learn how weekly communication is organized and prioritized.

Making Proficiency Scales Scalable

3:30 – 4:30 p.m. Windgate 61

Craig Carson, Kent Sappington, and Gerald Chambers, Ozark School District

Creating, implementing, and communicating proficiency scales are a heavy lift for each part of the system. This session is a systems’ look at proficiency scales and how Ozark School District attempts to make the work scalable to nine different buildings, 500 certified staff, and our community. Join the learning team as they guide you through making proficiency scales scalable AND valuable for all constituencies.

**Leading Change: The Power of Student Agency and Teacher Efficacy
(Success-Ready Student Network)**

3:30 – 4:30 p.m. Windgate 60

Mike Fulton, Pam Hedgpeth, Charles Pearson, Jeremy Tucker, Matt Goodman, and Jenny Ulrich

Members of the Success-Ready Students Network will engage participants in thinking about how they can promote student agency and educator efficacy using a personalized competency-based mindset. Participants will leave with an understanding of how to engage in system design that supports every student in being high school, college, career, and workplace ready. Participants will also gain insight on how the SRSN's re-imagined assessment and accountability system supports educators in effective instructional design.

Empower, Collaborate, Lead: Building Tomorrow's Success Today!

3:30 – 4:30 p.m. Windgate 64

Jeri Kay Hardy, Gasconade County R-II

The Gasconade County R-II School District has revamped the Administrative Team meetings to include professional development authentic to building leaders. Transforming the team and providing them with the professional development to lead their buildings has led to empowering leaders to collaborate with teams while diving deeper into academic success of all students.

Leading High-Performing Teams

3:30 – 4:30 p.m. Windgate 62

Gena McClusky, Stephanie Bailey, Charlie Malam, and Lynn Proctor (MLDS)

Teams are high performing and, to be honest, high maintenance. It takes a certain knowledge base and skill set to create, sustain, and lead great teams. During this session, MLDS specialists will share strategies for being intentional in designing teams to match the intended work. When the right team meets the right opportunity, a high-performing team is the result. Hot topics used for the teamwork will be Accelerated Learning, Teacher Recruitment and Retention, and Student Well-Being. Come learn with us as we investigate the basic elements of leading teams to success.

Develop and Implement a Strategic Facilities Plan

3:30 – 4:30 p.m. Windgate 63

Dr. Robert Sigrist, St. Joseph School District; Dr. Jon Isaacson, Hillsboro School District; Hannah White and Peter Hinkle, Schneider Electric

Many districts face challenges when it comes to funding and executing facility upgrades, which range from lighting, HVAC, roofs, windows, security, and renewables. Learn how to strategically redirect existing funds from utilities while capitalizing on current grants, rebates, and federal incentives available to districts. Join us in a panel discussion as we discuss varying challenges and a common objective—a comprehensive plan focused on efficiency and fiscal responsibility for school facilities.

**Be sure to download the MASA Conference app for the
calendar-ready conference schedule.**

Join the conference Twitter conversation: #SuPR24

How My Communication Plan Changed My Life

3:30 – 4:30 p.m. Paradise C

Bob Satnan, Sedalia District 200, Marianne Ward, Waynesville R-VI School District, and Nicole Kirby, CESO Communications

If you've ever said, "I don't have time to make a communication plan" or "I wouldn't know where to start on a communication plan," this session is for you. Three veteran school PR professionals will share why you don't have time NOT to make a plan and how it will let you stop doing communications work that isn't helping you meet your goals. Get real-life examples of how a communication plan can bring focus and purpose to your overall communications efforts.

Conference Welcome Reception

3:30 – 5:30 p.m.

Exhibit Hall

Sponsored by American Fidelity

Missouri Superintendent Academy Reception

4:30 – 5:30 p.m.

Parasol I

Donna Jahnke, MASA Director of Missouri Superintendents Academy
Members of the 2023-2024 Missouri Superintendent Academy are invited to gather with their colleagues for a casual reception.



**Join the
conference
X (Twitter)
conversation:
#SuPR24**



www.masaonline.org

www.mospra.org



New Members & Past Presidents Reception

6:30 pm - Compass Rose Ballroom

Reception sponsored by ParentSquare & K12 Insight

All MOSPRA members are invited to welcome new members and celebrate our Past Presidents.

MOSPRA Awards Banquet

7:00 pm - Compass Rose Ballroom

Banquet sponsored by SchoolMessenger/PowerSchool

MOSPRA will announce the recipients of the Professional of the Year, the New Professional of the Year, the Distinguished Service Awards and the MOSPRA Spirit Award.

MOSPRA Reception for Honorees

Directly after the banquet -- Compass Rose Ballroom

Sponsored by Aptegey, Class Intercom, Catapult K12, CESO & TeacherLists



MASA Awards Banquet

6:30 pm - Dinner - Paradise A/B

Sponsored by Tueth Keeney Cooper Mohan & Jackstadt, P.C. and Horace Mann

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 Reception

Immediately Following Awards Banquet - Paradise C

Sponsored by United Health Care

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

Thursday, March 21 Schedule

Registration

7:30 am to 11:30 am in the Registration Area (adjacent to Paradise Ballrooms)

Grab & Go Breakfast & Exhibits

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

Breakfast Sponsored by ReThinkEd

Be sure to have your "Minute to Win It" cards signed by exhibitors to be eligible for great prizes.

Drawings will be held during the President's Reception.

(Must be present to win.)

Complimentary Coffee Service

Resort Coffee Bar

(Adjacent to the hotel registration desk)

7:30 am - 11:30 am & 1:30 pm - 3:00 pm

Coffee Service Sponsored by Coryell Roofing

Inter-State Directory Photo Booth

Registration Area

8:00 - 11:00 & 1:30 - 4:00

Thursday 8:30 am - 9:30 am

Navigating Leadership Change: Insights from North Kansas City Public Schools
8:30 – 9:20 a.m. Leeward 74/75

Dan Clemens and Rochel Daniels, North Kansas City Public Schools

Join us for a session with Dr. Dan Clemens and Dr. Rochel Daniels, the experienced leaders from North Kansas City Public Schools. Clemens and Daniels will unveil their proven blueprint for a seamless superintendent transition and share the strategies, workflows, and cutting-edge tech tools that guarantee superior district-wide service.

Bond Buy-In and Lessons Learned: Unlocking Support and Commitment from the Community

8:30 – 9:20 Parasol II

Jason Snodgrass and Stephanie Smith, Fort Osage R-1 School District

With nearly 5,000 students, and 11 schools and counting, Fort Osage R-1 School District has grown as a result of strong leadership, transparent communication, and authentic community engagement. Maneuvering through the bond process to fund capital investments can be challenging when working to align facility expectations with those of the community. This presentation will detail lessons learned, examine election trends, and provide answers to those districts thinking of running a future bond.

Branding Your School Year

8:30 – 9:20 a.m. Paradise A/B

Laura Nelson and Corey Toenjes, School of the Osage

Learn about how the power of branding can breathe fresh life into your school year and make it a memorable one filled with a specific purpose! The yearly theme at School of the Osage helps drive the district's vision for the upcoming school year and gives voice to our various stakeholders. Branding your school year allows for a new and robust Opening Session and provides many opportunities to promote the vision in a variety of ways for all districts.

Curriculum Binders and Beyond!

8:30 – 9:20 a.m. Windgate 61

Staci Johnson, Gasconade County R-II School District

Leave this session with a plan (and all the templates) for getting your PK-12 district curriculum written, approved, and (a plan to get it) resourced within 24 months AND how to move beyond the binder to align high-quality instruction and assessment to the curriculum so that you can see results in teacher efficacy and student learning.

Federal Relief Programs – Last Call?

8:30 – 9:20 a.m. Nautical Wheeler

Chris Neale, Kristin Milligan, and Bethany Benward, Missouri Department of Elementary and Secondary Education

Participants will gain the latest information on Federal Relief Funding, including what the last year of federal relief funding will entail. Participants will receive information on the significant changes in required reporting, the possibility of a liquidation extension, and what monitoring will entail as the program winds down.

Finance and Transportation Update

8:30 – 9:20 a.m. Paradise C (This session will also be offered at 10:30 a.m.)

Tammy Lehmen and David Tramel, Missouri Department of Elementary and Secondary Education

This presentation will provide the most recent update regarding School Finance and Transportation.

Hiring Boot Camp 2024: Background Checks, References, Letters of Intent, and Contracts in the Age of Technology

8:30 – 9:20 a.m. Windgate 60

Jessica Bernard and Anthony McDaniel, Guin Mundorf LLC

Dive into the future of hiring practices in the digital age. Uncover insights on leveraging technology to improve hiring processes while maintaining legal compliance.

Threats: Impetuous Statements v. Sort of Threats v. True Threats – How to Tell the Difference and How to Respond

8:30 – 9:20 a.m. Leeward 76/77

Celynda Brasher, Tueth Keeney Cooper Mohan & Jackstadt, PC

This session will provide practical legal guidance regarding how to distinguish among “silly student remarks,” disruptive “pseudo-threats,” and dangerous true threats. We will explore risk assessment procedures, appropriate interventions and consequences, the role of law enforcement, student disability considerations, compliance with school law in general – AND how to promote safety without inviting unnecessary litigation. Participants will be encouraged to ask questions, share experiences, and offer creative solutions to difficult situations. Please join us!

The Art of Media Magnetism: Strategies to Draw the Media in and Keep Them Hooked

8:30 - 9:20 a.m. Windgate 64

Ken Schutten, McDonald County Schools; Amy Cristy, Communication Director-Carthage Schools; Erik Schrader, VP/General Manager at WANF & WPCH-TV, Atlanta, GA

Turn your school into a media magnet with lasting reporter interest. In this presentation, we demystify media, equip you with skills for compelling content, discover optimal timing, craft easy-to-use press releases, and learn how even small-town newspapers can create nationwide impact. Any school, regardless of size or PR expertise, can benefit. Join us to transform your school’s stories into a continuous media success.

Leading Your CSIP: Shifting from Compliance to Ownership

8:30 – 9:20 a.m. Parasol I

Merlyn Johnson, Cassville R-IV School District; Jenny Ulrich, Lonedell R-XIV; Heather Gross, Crest Ridge R-7; Kevin Daniel, FiredUp Consulting

Learn from three current superintendents about how to keep your CSIP alive and relevant to the ongoing and ever-changing needs of your district. Participants will review processes to implement, monitor, report to the Board of Education, and keep the engagement of all stakeholders at a high level. Tips, strategies, resources, and a timeline for implementing, monitoring, and adjusting your plan on an annual basis will be discussed. #NoDustCSIP

Time to visit the Exhibit Hall

9:30 – 10:30 a.m.

Be sure to download the MASA app for the calendar-ready conference schedule.

Join the conference X conversation: #SuPR24

Thursday 10:30 am - 11:30 am

Enhancing Communication through CANVA for Teams

10:30 – 11:20 a.m. Parasol II

Andrea Campbell and Morgan Shultz, Hannibal

By introducing *CANVA for Teams* your school districts can help make a pivotal shift towards unified, high-quality visual communication. This tool simplifies and refines the design process, allowing districts to actively connect with communities while uplifting student achievement. The presentation aims to explore methods that enable all staff members—not just the communications team—to craft compelling, professional content, insuring that communications align seamlessly with your district’s brand, fostering a deeper engagement with your community.

Finance and Transportation Update

10:30 – 11:20 a.m. Paradise C (*Session will also be offered at 8:30 a.m.*)

Tammy Lehmen and David Tramel, Missouri Department of Elementary and Secondary Education

This presentation will provide the most recent update regarding School Finance and Transportation.

Creating Internal Leadership Training for Aspiring Principals

10:30 – 11:20 a.m. Nautical Wheeler

Kenny Rodriquez and Stephanie Amaya, Grandview C-4 School District

In this session, participants will gain a step-by-step guide for creating a leadership experience for teachers who aspire to be principals. Learn to build internal capacity and provide experiences that retain teachers who want to move up within your organization.

Political Speech in a Polarized World

10:30 – 11:20 a.m. Windgate 60

Margaret Hesse, Tueth Keeney Cooper Mohan & Jackstadt, P.C.

As we gear up for an election year, both students and employees will be exercising their rights to engage in political speech at school. In this session, we will discuss the contours of this right and the district’s authority to maintain good order.

We Are Way Past KHFOOTY: Legal Issues Arising with the Increase in Student Discipline Incidents

10:30 – 11:20 a.m. Leeward 76/77

Emily Omohundro, Drew Marriott and Rachel Meystedt, EdCounsel, LLC

This presentation will speak to trends in student discipline issues and will discuss legal risks arising out of the discipline process, the underlying misconduct, and the aftermath, including due process issues, civil rights complaints, special education ramifications, and public relations pieces.

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Balancing Employee Accountability and Staffing Needs

10:30 – 11:20 a.m. Windgate 64

Penney Rector, Mickes O'Toole

In this session, learn about the importance of establishing professional expectations, conducting observations, and holding employees accountable while supporting and building relationships to support retention. Quality is greater than quantity!

Building a Better Future: One Collaboration at a Time

10:30 – 11:20 a.m. Leeward 74/75

Sarah Marriott and Cindy Sullivant, Liberty Public Schools

This session will detail how a large Missouri school district streamlines and coordinates organizational tasks between and among departments. The session will specifically frame how human resources and finance teams work together in coordination with other departments rather than operating in isolated silos. Attendees will also learn how human resources and finance are key components to student success. The session will specifically detail Liberty Public School's "Team Liberty" which is a formalized process targeting benefits, compensation, and quality of work-life, and includes structured participation and representation of all staff members.

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calendar-ready conference schedule.**

Wellness, Culture, & Staff Retention

10:30 – 11:20 a.m. Parasol I

Matt Pearce, Tyler Overstreet; Nancy Leonard, and Nikki Faith, Republic School District

Presenters will share how the Republic School District implemented a comprehensive wellness approach in order to connect with all staff members and ensure their value as a team member was priority for the District!

Real World Learning - Every Student Will Graduate with a Clear Plan for Their Future

10:30 – 11:20 a.m. Windgate 61

David Schmitz, Holly Schrage, Kati O'Quinn, and Scott Shellhorn, Lebanon School District

By actively engaging students in exploring, discovering, and pursuing real-world learning, discover how to equip students with the tools to develop a clear plan for their future. Session participants will learn how this approach nurtures knowledge, skills, and dispositions, and empowers students to thrive in an ever-evolving world. Participants will understand career identity research and why schools must create an environment to shape the path of learners through adult guidance and support, career exploration, and career planning.

Thursday Luncheon & General Session **Paradise A/B - 11:30 am**

Luncheon Sponsored by L. J. Hart & Company and EdCounsel LLC

MOSPRA Administrator of the Year

Thursday Luncheon Keynote Speaker

Luncheon Keynote Speaker sponsored by Safe Haven Defense



Dr. Chad Weinstein

“Leading from the Inside Out”

Leadership is sometimes hard, often rewarding, and always critical to the missions of our public schools and ultimately for the success of our students. This session will consider three interlocking characteristics of effective leaders and educators – moral motivation, moral clarity, and moral courage – and present skills and practices that can help school leaders to maintain, restore, and grow these capacities in ourselves and for those we lead. Participants will be asked to reflect on the leadership challenges they face, and to listen, learn, and sometimes laugh at real-world stories of other challenges faced and overcome.

Special thank you to the Jefferson City School District's ensemble for their performances!

Thursday 2:00 pm to 3:00 pm

Ethical Mentorship on Leadership Teams

2:00 – 2:50 p.m. Paradise A/B

Chad Weinstein, Ethical Leaders in Action

Mentorship and informal leadership are critical factors in building ethical team cultures within schools and especially district wide. A culture of mentorship and mutual support can foster staff retention and support continuous improvement in educational outcomes. This session will build on the character-based leadership concepts presented earlier in the conference, teaching practical mentorship skills to strengthen ethical values and help colleagues succeed and thrive on leadership teams, even in the face of challenges and adversity. *(Note: this is a follow-up session to Dr. Weinstein's Thursday Luncheon Keynote.)*

Board and Superintendent Relations in an Increasingly Partisan World

2:00 – 2:50 p.m. Windgate 60

Emily Omohundro, EdCounsel LLC

This session will explore how the increase in political partisanship changes the superintendent's approach to board relations and responsibilities. We will discuss strategies for dealing with board members and boards that are heavily influenced by political parties and party platforms.

Culture, Blind Spots, and Feedback

2:00 – 2:50 p.m. Leeward 74/75

Tyler Overstreet, Matt Pearce, Nikki Faith, Josey McPhail, Republic Public Schools

Republic School District Central Office, as well as building and department leaders use "rounding" as a systematic process to engage in conversations with employees at a deeper level to listen to what is going well and what could be improved upon. These conversations allow leaders to "check the pulse" on culture while also listening to ideas from employees throughout the district. Feedback from conversations is shared so that employee groups have alignment and knowledge of feedback in action.

Tax Levy Success: Sharing Your District Story & Priorities

2:00 – 2:50 p.m. Parasol I

Carrie Schwierjohn, Tom Sauvage and Ketina Armstrong, Meramec Valley R-III

The Meramec Valley R-III team will share their collaborative strategies for working with all stakeholders to identify district priorities and craft a unified campaign for a successful tax levy.

CANCELED: Untangling ‘Charlotte’s Web’ for School Boards: Lessons in Board Relations, Teamwork and Collaboration

2:00 – 2:50 p.m. Parasol II

Bonita Jamison and Katie Kaufmann, Maplewood Richmond Heights School District

This session draws inspiration from E.B. White’s timeless classic, “Charlotte’s Web,” to explore effective communication, relationship-building, and school district board of education relations. Discover the power of clearly defined roles, the impact of consistent communication, training, and the significance of fostering strong bonds with your school board. Receive valuable insights and practical tools from this presentation to enhance your skills in promoting shared learning, collaboration, and meaningful connections with your school board.

Building a Collaborative Communications Team: From One-Person Shops to Powerful Storytelling

2:00 – 2:50 p.m. Windgate 64

Kim Connell and Brian Wilson, Hollister R-V; Mindy Southern and Kyle Gibbs, Farmington R-VII

Join the Farmington and Hollister School Districts as they share their experiences transforming one-person communication departments into powerful storytelling teams. Discover how these districts leveraged a team approach, even with limited resources, to develop and implement comprehensive communication plans aligned with district goals; engage diverse stakeholders through collaborative storytelling; amplify the district’s narrative and strengthen the school identity; and harness the power of a unifying theme to build a strong community.

Building Bridges: Strengthening District Climate and Culture through Feedback

2:00 – 2:50 p.m. Windgate 61

Jennifer Kephart, School District of Washington

Join us for a dynamic session exploring innovative strategies for gathering feedback from parents, students, and staff in a school district. We’ll share insights on conducting listening sessions, surveys, and leveraging advisory teams, followed by best practices for effective follow-up and action planning.

The Alphabet Soup of FMLA, ADA and WC: 6 Tricky Scenarios

2:00 – 2:50 p.m. Leeward 76/77

Penney Rector, Mickes O’Toole

In this session, participants will receive insights into how to support employees and their health needs while ensuring compliance. Be prepared for a discussion of six scenarios where leaves, accommodations and workplace injuries intersect and the steps to take when working with employees.

Decades of Wisdom: 37 Years & 37 Essential Communication Strategies

2:00 – 2:50 p.m. Nautical Wheeler

Lana Snodgras, West Plains School District, and Stephanie Smith, Fort Osage

Navigating the fast-paced world of school PR can be overwhelming, especially when everything seems critical. Join two veteran communications professionals in a session designed to streamline your approach to school communication. Drawing from our experiences, we'll share practical tips, and innovative ideas.

Navigating AI: A District's Guide

2:00 – 2:50 p.m. Paradise C

Christy Barger, Amy Taylor and Melanie Hutchinson, Lee's Summit R-VII School District

AI is a permanent and transformative presence in our society. To understand and adapt to its impact on education, one district took a proactive and practical approach. We will provide an introduction to AI, and share our district's guidelines, community engagement, and professional development strategy.

Thursday, 3:00 - 3:30

Refreshment Break (Registration Area) -- Sponsored By DLR Group

Time to Visit the Exhibit Hall

Thursday 3:30 pm to 4:30 pm

Does Your Budget Match Your CSIP

3:30 – 4:30 p.m. Windgate 61

Jim Cummins, Neosho School District

ESSER funds are waning, many districts are experiencing declining enrollment, and teacher pay is still a challenge for school districts. With so many challenges, how do school districts continue to provide the greatest academic experience for their students? We will discuss using the district's CSIP to become focused on what matters. Having a solid foundation for resource allocation helps with the political challenges of making financial choices.

Communications Gold Mine

3:30 – 4:30 p.m. Paradise C

Jordan Meier, Ozark School District; Jessica Blake, Springfield Public Schools; Meredith Pobst, Jackson School District; Gina Zervos, Rolla School District; Laura O'Quinn and Jacy Overstreet, Lebanon School District; Zac Rantz, Nixa School District; Ren Luebbering, Springfield Public Schools; Andrea Campbell, Hannibal School District; and Paul Lewis, Park Hill School District

Nine powerful communications mini-sessions (20 minutes each x 3 rounds): "AI-Driven Strategies for Elevating Stakeholder Engagement"; "SPS Principal for a Day Initiative"; "3 Real Strategies for Better Reels"; "Communications to Celebrate Educators Year-Round"; "Your Modern-Day Editing Suite: Video Tips and Tricks"; "Building a Strong School Foundation"; "Opening A National Venue"; and "Capturing the Spirit: High School Athletics and Activities Through the Lens of Communications Professional."

I'd Like to Use a Lifeline: When to Contact HR, Central Office, Legal, or an Outside Agency

3:30 - 4:30 p.m.

Leeward 76/77

Anthony McDaniel and Jessica Bernard, Guin Mundorf LLC

Explore when to engage human resources, central office, legal counsel, or external agencies, for optimal outcomes. Learn to identify solutions that may trigger reporting obligations under board policy or state or federal laws and discover how to utilize each resource to make informed decisions to ensure swift, effective resolutions to challenging situations.

Special Roundtable Discussions

Women in Leadership Roundtables

3:30 – 4:30 p.m. Parasol I

(This session will be followed by a brief reception in the same room.)

Jamie Burkhart and Donna Jahnke, MASA; Amelia Ruzicka, Bayless, and Bonita Jamison, Maplewood Richmond Heights

Leadership & Ethics Roundtable

3:30 – 4:30 p.m. Parasol II

Doug Hayter, MASA, and Other School Leaders

New Superintendent Roundtable

3:30 – 4:30 p.m. Windgate 60

Kelly Hinshaw, MASA, and other School Leaders

Veteran Collaboration Cohorts

3:30 – 4:30 p.m. Windgate 64

John Jungmann, MASA, and Carol Embree

Thursday Evening President's Reception

MASA & MOSPRA Members

Paradise A/B- 5:30 pm - 7:00 pm

Beverages & Hors d'oeuvres

Sponsored by: Stifel, American Fidelity Assurance Company,
Audio Enhancement and Varsity Tutors

Announcement Of Exhibit Hall Door Prize Winners!

Thursday Evening Fun Activity

MASA & MOSPRA Members

Paradise C - 7:00 pm to 10:00 pm

Texas Hold'em Tournament * Corn Hole Tournament * NCAA "March
Madness" Basketball

Beverages and Light Snacks Provided

Sponsored By American Fidelity Assurance Company and
Guin Mundorf, LLC Attorneys At Law

MASA & MOSPRA Wish to Thank Our Business Sponsors



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Claim Care	OPAA!
Coryell Roofing	PFM Asset Management LLC - MOSIP
Curriculum Associates	Piper Sandler & Co.
DLR Group	Schneider Electric
EdCounsel	St. Louis University
Filament Essential Services - SOCS	Stifel
Finalsite	Tueth Keeney Cooper Mohan & Jackstadt
Forrest T. Jones & Co.	United Health Care
Frontline Analytics -- Powered by Forecast5	Varsity Tutors
GilmoreBell	Veregy
Guin Mundorf	Virco



ParentSquare
SchoolMessenger/PowerSchool
Finalsite
K12 Insight
Albourn Translation Services
Apptegy
Catapult K12
CESO Communications
Class Intercom
TeacherLists
FranAnn Engraving

Friday, March 22 Schedule

MOSPRA Breakfast & Special Session

Compass Rose Ballroom

Coffee Service -- 7:30 am

Breakfast -- 8:00 am

Breakfast Sponsor: Finalsite

NSPRA Executive Director's Sponsor: Alboum Translations

You Can't Make This Stuff Up -- Bingo (Friday Morning)

8:30 - 9:30 am

Compass Rose Ballroom

Derek Duncan, Webster Groves; Erica Chandler, Affton; Gina Zervos, Rolla

MOSPRA members will come together to share some of the more unique, weird, scary, and hilarious communication issues they have encountered in the past year and how they used their skills to address the situations.

MASA Breakfast & Business Meeting

7:30 am - Paradise A/B *Breakfast Sponsors:*

Mickes O'Toole, LLC

Capturing Kids Hearts

Legislative Issues & School Finance

9:00 - 10:00 am Paradise A/B

Legislative Issues

Scott Kimble, MASA, and Mike Lodewegen, MCSA

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

School Finance Update

Jason Hoffman, Jefferson City School District (Ret.) and Luke Boyer, Carthage School District

MASA Executive Committee

Jenny Ulrich, Lonedell R-XIV, President
Jeremy Tucker, Liberty, President-Elect
Jerry Girdner, Princeton, Secretary
Adam Friga, Oran R-III, Treasurer
Brad Swofford, Branson R-IV, Past President

District Representatives

Dan Wiebers, Chillicothe R-II: Northwest Region
Jason Snodgrass, Fort Osage School District: Greater Kansas City Region
Steve Ritter, Warrensburg R-VI: West Central Region
Scott Cook, Mt. Vernon R-V: Southwest Region
Jana Thornsberry, Sullivan: South Central Region
Chris Wilson, Kennett: Southeast Region
Kevin Carl, Hancock Place: Greater St. Louis Region
Aaron Vitt, Paris R-II: Northeast Region

MOSPRA Executive Board & Regional Directors

Derek Duncan, Webster Groves, President
Erica Chandler, Affton Past President
Samantha Fitzgerald, Park Hill, Treasurer
Ben Fisher, Reeds Spring, Secretary
Chantal Chandler, Special School District of St. Louis Co, Eastern Region Director
Gina Zervos, Rolla, Mid-State Region Director
Jessica Blake, Springfield Public Schools, Ozark Region Director
Katy Bergen, Lee's Summit, Western Region Director

Spring Conference Program Committees

MASA Program Committee Members

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Elizabeth Keyes, St. James
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**THANK YOU FOR ATTENDING THE
2024 MASA/MOSPRA
SPRING CONFERENCE!**

SAVE THE DATE!

**The 2025 Spring Conference is set
for March 26 - 28
Margaritaville Resort
*Lake of the Ozarks***



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