

Members of the Show-Me Accreditation and Assessment Task Force began their work more than nine months ago. During that time they have developed clear goals and tackled the challenging work of vetting existing accreditation and assessment formats from across the country.

Central to the Task Force's work is ongoing communication and feedback from membership. Such input has come in the form of online surveys, but more importantly, through discussions at each of MASA's regional meetings.

MASA Executive Director, Roger Kurtz, noted, "We have visited with each of the eight regions twice. I've been impressed with the insights shared by those in the field. It's vitally important that the recommendations the Task Force makes to Commissioner Vandeven reflect our entire membership as well as others interested in public education."

Task Force Co-chair, Mike Fulton, is heading the subcommittee studying assessment. Mike commented, "Our work is built on a simple idea, design the next generation MAP in ways meaningful to students. We

are exploring ways to incorporate assessment for learning concepts into the new MAP design, including: right test-right time, student as first and most important audience and timely feedback. Done well, the next generation MAP will have more local control, empower students to set real-time learning goals and more effectively inform school improvement processes."

Besides input from membership, MASA representatives have held conversations with Commissioner of Education Vandeven, DESE leadership and MSBA leadership.

Task Force Co-Chair, John Jungmann, stated, "No other group is doing this kind of work right now, and the fact that our work aligns well with the new Every Student Succeeds Act (ESSA) puts us in an excellent position to provide meaningful recommendations that should get traction."

The Task Force will continue its work in January and will likely provide a preliminary progress report to the State Board of Education in early 2016.

AASA Conference: Join Us in Phoenix!

The American Association of School Administrators (AASA) has scheduled the 2016 National Conference on Education, February 11-13 in Phoenix.

The Missouri Breakfast, sponsored by Chartwells and American Fidelity Assurance, will be Friday morning, February 12, at 7:30 in the Downtown Sheraton Hotel.

The MASA President's Reception will be on Friday evening, February 12, beginning at 5:30 pm and is being sponsored by George K Baum and Co; PFM Asset Management; Guin Mundorf, LLC; Missouri EdCounsel, LLC; Commerce Bank and Bryan Cave

Law Firm. 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.

Also during the conference, Missouri Superintendent of the Year Mike Fulton will be recognized during the first general session at 4:30 pm on Thursday, February 11.

The conference also features nationally renowned speakers and a wide variety of workshop sessions.

Registration and more information is available at www.aasa.org.

MASA Teams Up with Marketvolt

As part of its ongoing commitment to provide timely, quality communications, MASA is pleased to announce a partnership with MarketVolt.

MASA chose MarketVolt for their robust email marketing software, extraordinary guidance and support and their strategic consulting.

MASA Executive Director, Roger Kurtz, said, "It's important that we can reach out to our members and associates and get them the information they need quickly and securely. Besides mailings that provide updates on leadership and professional development, we also maintain contact with thousands of people who are supportive of public education. MarketVolt helps provide a streamlined method to reach our various audiences."



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Pat Hawn, Vice President of Sales for MarketVolt noted, "As a Missouri-based organization, we're proud to offer a feature-packed email communication platform to MASA and districts in the state and throughout the country. Our live training classes, in-state Help Desk and team of Marketing Advisors are here to provide superintendents and their districts with the support that they'll need to cut through the inbox clutter and communicate with their school community more effectively."

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Contact Roger Kurtz at MASA
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As the holidays approach, we are reminded of the importance of planning ahead, whether for travel arrangements, visits with family and friends, or preparing the perfect meal. Planning ahead can be just as beneficial for public-sector investors, especially as funds are received at the end of the year for investing. If your entity has funds available for investing which are not needed immediately to pay expenses, an investment in the **Missouri Securities Investment Program (MOSIP)** may allow you to earn a relatively higher return on these assets than if you invested them elsewhere. MOSIP proudly offers a Term Series which seeks to safely generate additional yield for funds with a known investment time horizon in a range of 60 days to 18 months.

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investments. To learn more, please contact Maria Altomare or Joseph Anderson (800) 891-7910.

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December 2015

Mike Fulton named 2016 Superintendent of the Year

The Missouri Association of School Administrators (MASA) named Dr. Mike Fulton, Superintendent of the Pattonville School District, the 2016 Missouri Superintendent of the Year. The announcement of the award was made at the joint Annual Fall Conference of MASA and the Missouri School Boards' Association (MSBA).

As the winner of this recognition, Fulton received an award acknowledging his selection, a \$500 scholarship for a student in the Pattonville School District and a commemorative ring. The award is sponsored by PFM Asset Management, LLC. As the recipient of the award, Fulton will represent Missouri in the National Superintendent of the Year program conducted by the American Association of School Administrators (AASA).

Fulton has served as the Pattonville superintendent since 2007; prior to his current post, he served as a director and



assistant superintendent in Pattonville from 1995-2007, and as an assessment coordinator for the School District of Clayton from 1993 to 1995.

Fulton's achievements as a leader of the Pattonville School District are many, but all have the central focus of student achievement, whether that be academic success, citizenship or college and career readiness. Fulton and his staff employ three strategies to assure the success of their students: data teams to monitor

and determine learning progress, effective use of school improvement teams to engage stakeholders in school and district improvement efforts, and building positive relationships with students which leads to better citizenship.

As leader of the Pattonville School District, Fulton has put a premium on community engagement and communication efforts. The district has been recognized at the state level for their public engagement program and these efforts have led to the passage of multiple bond issues.

Dr. Tom Williams, Superintendent of the Kirkwood School District, said, "Dr. Fulton is a true advocate for all children. His focus never waivers from doing what's best for the students. His leadership skills, collaborative nature and passion for helping all children achieve are what is needed most in school systems throughout our nation."

MASA/MOSPRA Spring Conference, March 30 - April 1

The annual MASA/MOSPRA Spring Conference is scheduled for March 30 - April 1 at The Lodge of Four Seasons.

There will be two special pre-conference sessions. **Ken Kay** with EdLeader21 and Springfield Superintendent John Jungmann will present on 21st Century learning environments and

members of both MASA and MOSPRA will host *EdCamp for Superintendents*.

The conference will officially open with a general session at 2:00 pm on Wednesday. Mr. Kay will be our opening

speaker offering insights into 21st Century Education in the classroom and the community.

This year's conference promises time to visit with colleagues. Workshop sessions will include school finance, improving administration, public relations, legal issues, enhancing education and much more.

The noon luncheon on Thursday will feature **Brian Woodland**. Brian is the Director of Communications and Community Relations at Peel

District School Board, one of Canada's largest public school systems. Brian was the keynote speaker at the 2015 National School Public Relations Association Seminar and his sessions are informative and entertaining.

On Friday morning, the annual MASA Business Meeting will be held. We will also have an annual legislative update on Friday morning.

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.





A List to Like 2015 Proves a Good Year

By Roger Kurtz, MASA Executive Director

As I began thinking about my message to MASA members, my first inclination was to write a Naughty or Nice list, but the angel on my shoulder told me that the naughty list maybe wasn't for publication. I settled on the my top ten positive changes for 2015.

1. MASA Progress – With the backing of MASA members, we increased our dues this year to provide additional support, communication and advocacy for school administrators. Furthermore, members have given their time freely to serve on committees, task forces and participate in our professional development programs. We are becoming a proactive, problem-solving organization of leaders devoted to improving public education. I could not be more proud of this direction!

2. US Congress – I cannot really believe I am typing this, but you have to give them a lot of credit for passing the Every Student Succeeds Act and for transferring a lot of the education power from the federal level to the state. And it was bi-partisan! This gives me hope that in the next year Congress may finally be able to address significant issues that face this nation.

3. Missouri Commissioner of Education, Dr. Margie Vandeven. The Commissioner took over about a year ago. She's proven to be a solid leader who is willing to listen and lead through collaboration, thoughtful conversation and shared vision for improving public education. She's honest and hard working, and she has restored trust in DESE and is working to make it a resource for districts not a burden.

4. Dream Team - I believe MASA has put together a true dream team with the addition of David Luther's communication skills; Scott Kimble's legal knowledge and experience to

serve as our lobbyist; Doug Hayter who will be using his experience and knowledge to provide professional development in leadership; and Mike Lodewegen, who is focusing on federal issues and local politics.

5. Show-Me Task Force – When we started the Task Force in June, we had no idea that there was a chance of NCLB being revamped and passed before the end of the year. This group of leaders has spent hours talking about assessments, accountability and accreditation. We are the only group working this issue and with additional input from membership, discussions and study, I believe the Task Force will provide a new direction for assessment and accreditation that makes sense and is workable.

6. Foundation Formula Funding- The Missouri General Assembly added about \$91 million to the foundation formula for the 2015-16 school year averting a transfer among existing funds between formula districts and hold harmless districts. Our Kansas colleagues may not be jealous of our basketball teams, but they certainly are when it comes to education funding.

7. Round One Testing- When it was all said and done, you have to admit the first round of the Smarter Balance Testing went better than many of us ever thought was possible. Yes, I know that many of you are not happy with the results and many of you did have technology issues, but there was not a wholesale collapse of the system and there were a lot of people that worked overtime to make it run smoothly.

8. State Board of Education- We quickly forget that Maynard Wallace (former Superintendent and Legislator) was confirmed by the Senate to serve on

the State Board of Education in January. The State Board has several new members in the last two years and the board appears to be open to innovation, to understand the complexities of educating ALL students, and to genuinely seek to partner with practitioners rather than be at odds with them. We need strong visionary leaders on this board and we have them.

9. MAESP - Most of you may not be aware that for the past six years, MASA has loaned the Missouri Elementary Principal Association funds to finance its portion of the our joint building. Just this month, the MAESP Board has voted to pay off its debt. Congratulations are due to MAESP membership as well as to Mike Schooley, the Executive Director, for fulfilling the commitment to build our facility. It is a wonderful facility and is a strong statement that we are here to stay.

10. Weather Forecasters – Was I struggling to find a tenth item for this list or did something really happen positively with weather forecasters in 2015? The answer is both. You have to admit is was rather a strange year for weather, but most schools did not miss any days because of snow this past school year. It was not overly unbearable this summer and as I write this it is 65 degrees in December. That will probably all change by the time you receive this but we have to remember that it was a pretty weather year for Missouri.

So, there's my Top 10 for 2015. In just a few weeks, legislators will converge on Jefferson City. We already know that there will be several bills filed that may impact the education of our public school students. I'm confident that our school leaders across the state will continue to do great things at the local level, and you can count on your MASA staff to support you in your endeavors.

MASA Business Associate Members

The following companies and organizations have joined MASA as Business Associate Members for 2015-2016. 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. and click on the Business/Associate Members tab at the top of the page.

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Boehne Financial Group
CBIZ Benefits & Insurance Services Inc
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Central Bank
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Claim Care Inc
Commenco Inc
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CTS Group
Dake Wells Architecture
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EduOptimus
Facility Solutions Group
Federal Construction Inc
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MASA President's Report

Angling and Advocacy: Some thoughts on working with legislators

Scott Downing, Warsaw R-IX School District, MASA 2015-2016 President

I have a healthy respect for nature. In particular, I think all animals -- four legs, feathers or fins -- while maybe not as brainy as we humans, surely have finely tuned instincts. I do more than my fair share of fishing and if you don't think those gill-breathers aren't aware that they are only a tube jig away from the skillet, then you may need to think again. So, what's the secret to hooking a big one? Respect, knowledge and patience.

There are a lot of fish swimming around in the Missouri Capitol Building. These fish (AKA legislators) do tremendously important work on behalf of their constituents. The best ones are well informed, steady, honest and fair. Every day they get out of bed knowing that they will be making decisions and casting votes on a variety of issues that will impact the well-being of their state.

Something legislators and fish have in common is that there are a lot of folks interested in them. Make no mistake, for every issue, there are people lobbying them in hopes of landing them. There are a lot of lines in the water.

Please understand that I am drawing this analogy with respect. Just as a

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good fisherman must respect the underwater world of the fish, we must respect the challenges that legislators face in their mission to do good work on behalf of those they serve. We as leaders in our districts know that having respectful dialogue with our constituents helps us to have better schools, and the same is true when we hold meaningful discussions with those who legislate.

We are members of an association whose mission is to better serve children. Part of our job is to advocate for what we believe in. In order to do this, we have to be knowledgeable, and we need to respectfully share that knowledge with those at the capitol. Now, this is probably the weakest part of my extended metaphor, because we can't really school a fish on why they should study on our bait, but in order to gain the support of legislators, we need to make our positions known, illustrate them with good facts, and work with them so that they will consider our views.

When it comes to advocacy and fishing, perhaps there is nothing more important than patience. We in MASA can respect the work that is being done at the capital, and we can share our knowledge with our elected officials, but in order to get to where we need to be -- to do our very best for children -- we must be persistent and patient. We need to use what's in our tackle box, employ all due diligence, make our case and patiently work with those in the House and Senate to do what is right for our young citizens.

I haven't ever worked on a big fishing boat, but watching those crews work together to bring in big hauls is



President Downing with some big slab crappie.

very impressive. We can do that too. I want to encourage all MASA members to support Better Schools for Missouri, because while fishing alone can be fun, fishing with others can lead to greater success.

Are you hooked yet? I hope so! Your personal advocacy, plus your support of Better Schools For Missouri, will lead to big things for the little fish in your schools.



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Learn more and contribute at beterschoolsformissouri.com