

Welcome to Your New Role:
School Superintendents and Business Officials

pfm asset management

As you step into your new role, the Missouri Securities Investment Program (MOSIP) team knows you've got a lot on your plate! To help you manage your district's funds effectively, here's a quick checklist to consider.

Update Account Information
Check the names on your accounts and make certain they reflect the current personnel in your district. Remove those that are no longer with the district and review who has what level of access to your MOSIP account.

Review Your Investment Policy Statement
Does your district have an Investment Policy Statement (IPS)? Have you reviewed it? It's essential to ensure your IPS is up to date and fits your current needs. If you need help understanding or updating it, we can help!

Know Your Account Balances
Familiarize yourself with the balances and accounts your district has with MOSIP. This is crucial for effective planning. We can provide

an overview of your accounts and cash flow analysis to keep you informed.

Remain Aware of Current Interest Rates
Interest rate changes can impact your investments. We send out MOSIP's current rates every Tuesday to help you make informed decisions and to help maximize your interest earnings.

Leverage Sponsoring Organizations
Our sponsoring organizations, including The Missouri Association of School Administrators (MASA), the Missouri Association of School Business Officials (MoASBO), and the Missouri School Boards' Association (MSBA), have a wealth of resources for your district and can assist with the budgeting process.

Let's connect!
We're here to support you in your new role so don't hesitate to contact us with any questions or concerns. We'll also be reaching out soon to offer our assistance and make sure you have what you need for a successful transition. We look

forward to working with you and helping you achieve your district's financial goals.

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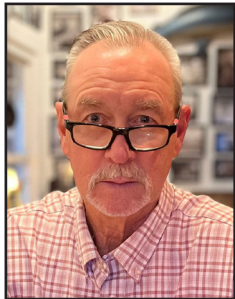
Future Dates for MASA

- Sept. 23: Bartow Golf Tournament
- Oct. 11: Emeritus Reunion
- Oct. 17-19: MSBA Conference
- Nov. 5 or 6: Evaluating the Budget Workshop
- Jan. 31: Executive Committee and Presidents Meeting
- Mar. 6-8: AASA Conference
- Mar. 26-28: MASA Spring Conference

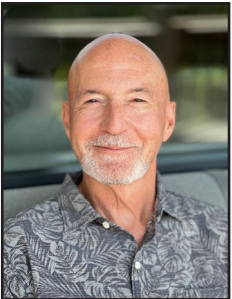
MASA Gale Bartow Memorial Golf Tournament

The Annual MASA Bartow Memorial Golf Tournament will be held on Monday, September 23, at Redfield Golf Course in Eugene, Missouri.

Part of the fun of this event is in celebrating two past presidents. This year we will honor Dr. Larry Ewing (1999-2000) and Dr. Paul Kinder (2009-2010).



Dr. Larry Ewing



Dr. Paul Kinder

Proceeds from the tournament benefit student scholarships in each of the MASA regions, as well as student scholarships in the Past President honorees' regions. This tournament is a success, in part, because of the support of our sponsors, especially our grand sponsor for the day, Forrest T. Jones.

Women in Leadership Summit
LEADherSHIP



The 6th Annual MASA Women in Leadership Summit is scheduled for February 24 – February 25, 2025, at Margaritaville (Lake Ozark). The theme for this year's Summit is LeadHERship.

The Summit will begin at 2:00 p.m. on February 24 and concludes by 2:30 p.m. on February 25. The Summit will feature a wide variety of speakers focusing on how women can work together to navigate through fair weather and storms as we learn, lead, and lift each other up.

Attendees will not want to miss the keynote speaker, Julie Lee. Julie is best known for her ability to help leaders saturate their culture with human connection, so their people perform at peak potential. She will empower attendees with the tools necessary to bring humanity into leadership and to become the kind of leader we all want to follow.

Participants can expect round-table discussions on selected topics and the ever-popular trivia fun night returns as well. Other networking opportunities include regional Women in Leadership networks. Topics this year are determined by the regional networks with a simple focus on staying connected.

Conference registration includes a snack break on Monday afternoon and breakfast and lunch on Friday. The cost for this empowering event is \$125. Those not currently on the Women in Leadership email list, please send your contact information to Jamie Burkhart at jamie.burkhart@mcsa.org.



Keynote Presenter, Julie Lee

MASA Superintendent Helpline

The MASA Superintendent Helpline provides members with help on a variety of matters including board relations, personal wellness, budget and finance, and communications/public relations. Members needing assistance may call or text 573-415-6996 and leave a message with the following information: Caller Name, Caller Cell Phone, School District, and the Topic/Question.

Helpline calls or text messages received between 7:00 a.m. - 8:00 p.m. will be responded to within two hours. Any additional information needed will be acquired through a follow-up call with the superintendent. The call or text will be assigned to an experienced professional based on the identified topic or question. This program is provided at no cost to the superintendent or district.

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MASA SPOTLIGHT

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September 2024

2024 MSBA Annual Conference
in Cooperation with MASA and MoASBO



district and can network face-to-face with like-minded people, experts, and important influencers. After the conference, you can return to your district with new ideas and approaches that will make you a more effective and efficient leader.

Events Specific to MASA:

- MASA Business Meeting:** The MASA Business Meeting will be held October 18, 3:30 - 5:30 in the Westin Liberty Room.
- Superintendent of the Year:** MASA will name the Superintendent of the Year during the Third General Session, October 19, 6:30 p.m., in the Westin Century Ballroom.

Annual Conference Registration
Conference – \$299
3rd General Session & Banquet – \$50

MASA and MSBA will provide additional information about the conference via email.

For more information or to register:
www.mosba.org

General Session Speakers



Orion Jean's pursuit of kindness is fueled by this simple mantra- "If you see a problem, fix it." He is the author of Race to Kindness, a book that highlights that small acts of kindness can have a big impact.



Ron Clark's success with students from low-wealth areas of North Carolina and New York City led him to be named Disney's American Teacher of the Year. Ron is a New York Times best-selling author.



Anne Marie Anderson is a three-time Emmy Award winning broadcaster, keynote speaker and author. Having spent more than three decades in sports television both behind and in front of the camera, she has become one of the most experienced female play-by-play announcers in the country.

Upcoming MASA Events

MASA/MoASBO: Evaluating The Budget
November 5, 2024 or November 6, 2024
MCSA Conference Center (MASA) & Online

MASA and MoASBO annually provide the "Evaluating the Budget" for those wishing to have a better understanding of developing and evaluating key areas of their district budget. The workshop includes discussion of current and future formula funding issues and advice on identifying potential problems in a district budget. Jason Hoffman, retired COO of the Jefferson City School District, along with representatives from MASA and DESE, will lead the sessions. To register, go to www.MASAonline.org and choose the "Access to MASA Membership Portal."

Emeritus Fall Reunion
October 11, 2024
MCSA Conference Center (MASA)

The statewide MASA Emeritus Fall Reunion will be held on Thursday, October 11, 2024, at the MCSA Education Center, Jefferson City. The schedule of events for the day will include an open house, social time with friends, lunch provided by MASA, and updates on MASA, PSRS, and Better Schools for Missouri. Watch for additional information and a link to register. If you would like an invitation to join the Missouri Retired Superintendents Facebook page, please email communications@mcsa.org.



Insights Into Effective Leadership

By Doug Hayter, MASA Executive Director

but also the ability to inspire and influence positively. As Baldoni puts it, “Leadership is an active process, and it requires engaging with people in ways that are thoughtful and considerate.”

Disciplined Leadership

Jim Collins, in his seminal work *Good to Great*, introduces the concept of Level 5 Leadership, which combines deep personal humility with intense professional will. Collins argues that the most effective leaders are those who are fiercely committed to their organization's success yet remain humble enough to put the interests of the organization ahead of their own. "Good is the enemy of great," Collins famously notes, emphasizing that effective leaders are never complacent; they continuously strive for greatness by maintaining discipline and focus.

Influence and Integrity

John Maxwell, a prolific author on leadership, asserts that “Leadership is influence—nothing more, nothing less.” For Maxwell, leadership is fundamentally about the ability to influence others. However, this influence must be rooted in integrity. Maxwell believes that trust is the foundation of leadership; without it, a leader's influence is severely diminished. Effective leaders build and maintain trust by consistently demonstrating integrity in their actions and decisions.

Multiplication of Talent

Liz Wiseman, author of *Multipliers*, argues that the most effective leaders are those who amplify the intelligence and capabilities of the people around them. Wiseman describes two types of leaders: "diminishers," who drain energy and creativity, and "multipliers," who inspire and elevate others. “The best leaders make everyone around them smarter,” Wiseman asserts. By empowering their teams, these leaders foster innovation, collaboration, and growth.

Emotional Intelligence and Empathy

John Baldoni, a thought leader in leadership communication, highlights the significance of emotional intelligence in leadership. Baldoni suggests that effective leaders must be adept at managing their own emotions and understanding the emotions of others. This involves not only empathy

School Leaders: Take Action!

by Mike Lodewegen, MCSA Director of Advocacy



Public school superintendents play a pivotal role in shaping the educational landscape of their districts and the state of Missouri. School leaders hold a unique understanding of the intricacies and challenges facing their districts. The unique decisions that each district and community must make are all impacted by the decisions (or lack of action) of policymakers in Jefferson City. Failing to engage with these representatives and senators, places your district, and by extension your community's needs at risk of being overlooked or misunderstood by policymakers. Ultimately, such actions may lead to adverse consequences for taxpayers, parents, students, and teachers.

Consider the following suggestions for strategies and possible actionable items that may assist you in more effectively engaging policymakers.

Take Advantage of Your Association Membership:

Stay up-to-date on the various proposals being considered by policy makers. This can be done by staying current on the various updates that are provided from your professional organizations like our School Administrators Coalition (SAC) weekly legislative bulletin, the weekly MASA legislative video conferences, and attendance to regional meetings.

- **Action Item:** Place regional meetings and statewide conferences on your calendar now.

Build Relationships: Regular interactions, open communication, and attempts at collaboration with policymakers help create an environment where superintendents can

The story of your district can best be told by you and others within your district. These stories will impact and influence policymakers.

- **Action Item:** Invite your representative(s)/Senator(s) to your district. This is especially recommended if you have newly elected state representative(s) or Senator(s) that will be representing your district in January.

Understand, Develop and Utilize Your Influence:

Engaging your community in support of district initiatives and the impact of policies on your district can be a powerful tool. Superintendents are well positioned to leverage their relationships to garner support from parents, teachers, and community members, which can subsequently persuade policymakers to prioritize the needs of your district and community as they consider policy changes.

- **Action Item:** Make a list of 25 of the most influential members of your community with a connection to your school district. When bills come up during the legislative session, reach out to those individuals and discuss the issues and ask them to help the district advocate for/against those items.

Our team in Jefferson City works tirelessly to ensure that you are informed of the bills and policies that are being considered at the

Capitol. While we do our best to discuss the impact with lawmakers, the actual story of your district can only be told by you and others within your district. As we look at the various issues facing public schools, the involvement of school leaders, particularly their ability to either engage directly with lawmakers or to activate others within your community is a vital component of the advocacy strategies necessary to be successful in the coming months.

MASA President's Report What You Do Matters!

by Jeremy Tucker, Superintendent, Liberty School District



The excitement of teachers returning from summer break and students filling the hallways is a familiar and cherished feeling for educators. This time of year is about reconnecting, anticipating the year ahead, and fostering growth both academically and socially. However, it also brings the anxious feelings associated with new roles, whether as a student, teacher, administrator, or superintendent. For parents, it's a time of resuming routines or experiencing the milestone of sending their youngest off to kindergarten. As we enter the school year, many of us juggle multiple roles such as parenting, teaching, mentoring, supervising, and leading within our districts across Missouri.

If you're new to the superintendency, the Missouri Association of School Administrators (MASA) warmly welcomes you. Remember: What You Do Matters! Your impact extends far beyond your role as an educational leader. It matters who you are as a person, partner, parent, friend, colleague, community member, and educator. We encourage you to regularly reflect on these roles and the positive impact you have across your spheres of influence. Prioritizing what matters most can help achieve the work-life balance we all seek. As we serve others, it's essential to instill in them the importance of self-care, as it's often

said that we cannot serve others to our fullest potential unless we care for ourselves.

MASA is committed to supporting superintendents through a variety of programs and resources. Whether you're new to the role or a seasoned leader, MASA offers tools to assist you. Support varies from accessing the Helpline, leveraging Early Career Coaching, or participating in the year-long Missouri Superintendents Academy. MASA also provides opportunities for like-minded leaders to connect and learn through initiatives like Collaboration Cohorts and Women in Leadership gatherings. Additionally, professional learning opportunities are available through regional and state-level committees, with workshops offered both in-person and virtually throughout the year. To honor exceptional leaders, MASA

WHAT YOU DO MATTERS

has established an awards program celebrating talented individuals across Missouri.

We encourage you to take advantage of the many conference opportunities throughout the year, offered in partnership with organizations like the Department of Elementary and Secondary Education, Missouri School Boards Association, and the Missouri Association of School Business Officials. Events like the National Conference on Education (NCE) provide a chance to learn from peers across the nation and gain a broader perspective on educational challenges. The spring MASA Annual Conference is another key event where you can connect with colleagues and grow

professionally as we approach the school year's final stretch.

Superintendents' impact extends beyond their local communities. Engaging with local, state, and federal legislators is crucial as we advocate for public education. Building relationships with elected officials early ensures that our voices are heard in legislative matters. MASA will develop legislative priorities this fall and provide updates during the legislative session this spring, ensuring we remain part of the conversation across Missouri.

Effective communication is vital, and the partnership between MASA and the Missouri School Public Relations Association (MOSPR) plays a crucial role. MOSPRA professionals are ready to assist districts in developing communication strategies and navigating challenges. Through these programs and resources, MASA is here to support you as the new school year begins.

What you do matters! MASA is committed to supporting you in all aspects of the superintendency, whether you are in your first year or approaching retirement. We also encourage you to seek the personal support and resources needed to care for yourself in all your roles. For schools to thrive, staff to feel valued, and students to belong, we must all work together to foster caring communities. It begins with us, as we elevate the education profession and create the nurturing cultures that matter. From everyone at MASA, we wish you a successful school year and look forward to supporting you along the way.





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@MASAleaders

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Contribute to Better Schools for Missouri!

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

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