

# **OTHER DUTIES AS ASSIGNED**

*I'm the Superintendent, Principal and So Much More!*

**November 25-26, 2019  
Mackinaw City, MI**



# RESOURCES | GET SOCIAL

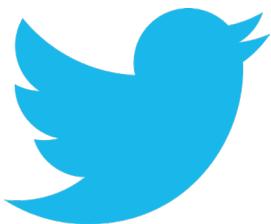
## PRESENTATIONS & HANDOUTS

Resources from today's sessions can be found online. To download or view available handouts, please visit:

[www.gomasa.org/superprincipal](http://www.gomasa.org/superprincipal)



JOIN THE CONVERSATION



#superprin



OPEN NETWORK,  
NO PASSWORD  
NEEDED

## STAY CONNECTED

FOLLOW US ON OUR SOCIAL NETWORKS

 @MASASupts |  MASASupts

 @massp |  michiganprincipals

# AGENDA | DETAILED INFO

## November 25

### Opening Session

9:00 a.m. to 10:15 a.m.

Ballroom

### The Superintendent Board Relationship

[Chris Wigent, Executive Director, MASA]

The superintendent/board relationship is something that can make or break the district and/or the superintendent's career. Chris will review the "top ten" characteristics that are present in a positive relationship, as well as discuss the uniqueness of the sup't/board president relationship and what can (and cannot) be done if there is a "rogue" board member(s).

### Break

10:15 a.m. - 10:30 a.m.

### Breakout Sessions

10:30 a.m. - 11:30 a.m.

School and District Improvement: Creating Systems for Continuous Improvement

EDPs, Internships & Career Awareness

### Unconference: Small Group Discussions

11:30 a.m. - 12:15 p.m.

Finding Balance - Being an Instructional Leader vs. Running a District

Communication- How to Manage Communication

Negotiations and Relationships

### Lunch and Learn

12:15 p.m. - 1:15 p.m.

Ballroom

[Wendy Zdeb, Executive Director, MASSP]

### Breakout Sessions

1:15 p.m. - 2:15 p.m.

Coaching and Evaluation: Blurring the Lines for Employee Growth

Michigan Merit Curriculum Flexibility

### Break

2:15 p.m. - 2:30 p.m.

### Breakout Sessions

2:30 p.m. - 3:30 p.m.

Social Media to Promote and Connect Your District

College Level Examination Program (CLEP)

### Leadership Activity

3:45 p.m. - 4:15 p.m.

Ballroom

[Dr. Tina Kerr, Deputy Executive Director, MASA]

### Hospitality - O'Reilly's Irish Pub

5:00 p.m. - 6:30 p.m.

106 Langlade St, Mackinaw City, MI 49701

## November 26

### Opening Remarks

8:30 a.m. - 8:40 p.m.

Ballroom

[Wendy Zdeb, Executive Director, MASSP]

Chris Wigent, Executive Director, MASA]

### General Session

8:40 a.m. - 10:45 a.m.

Ballroom

### The Strategic Action Planning Process

[Dr. Tina Kerr, Deputy Executive Director, MASA]

Over the past five years, there has been a steady shift from traditional strategic planning to strategic ACTION planning. Strategic Action Planning (SAP) transforms organizations by uncovering the barriers that may exist, which would prevent organizational change from occurring. The SAP process will yield clearly defined goals and action steps, which in turn will keep the leader focused and committed to the work. This session will provide participants with all the necessary tools to implement a strategic action planning process at the building or district level.

### Brainstorming Session

10:45 a.m. - 11:15 a.m.

Ballroom

### Adjourn

11:15 a.m.

# BREAKOUT SESSIONS | 10:30 A.M.

**School & District Improvement: Creating Systems for Continuous Improvement**  
[Steve Seward, Associate Director, Michigan Association of Secondary School Principals]

Ballroom

How are you designing and implementing systemic structures to support curriculum, instruction, and assessment as well as professional development? In this session we will examine the latest MICIP content and explore how a districts' approach to improvement and systematic implementing, monitoring, and supporting can shift culture, learning, and leading.

**EDPs, Internships & Career Awareness**  
[Wendy Zdeb, Executive Director, Michigan Association of Secondary School Principals]

Board Room

A number of new legislative requirements took effect in December of 2018 and additional laws on these topics take effect at the start of the 2019-20 school year. These broad and sweeping changes have K-12 implications and require a systemic district approach. This session aims to shed light on Michigan's new changes and inspire attendees to move beyond compliance toward a comprehensive career development program for all students.

# BREAKOUT SESSIONS | 1:15 P.M.

**Coaching & Evaluation: Blurring the Lines for Employee Growth**  
[Steve Seward, Associate Director, Michigan Association of Secondary School Principals]

Ballroom

Both functions have a valuable place in schools, and when intentions are known, congruent behaviors can be navigated allowing for the essential work—a focus on student learning & adult culture—to become the norm. In this session participants will explore concrete ways to navigate conversations, provide feedback, and sustain a culture focused on self-directed growth and learning.

**Michigan Merit Curriculum & Personal Curriculum Flexibility**  
[Ruth Anne Hodges, Michigan Department of Education]

Board Room

As system leaders, principals and superintendents are critical stakeholders in understanding the Michigan Merit Curriculum (MMC) and the allowable modifications in order to support their staff and all students. Using the Personal Curriculum (PC) to individualize the MMC can be a great option to make these modifications and individualize any student's high school experience. This session digs into the 18 required credits of the MMC and explains the modifications that are allowed. Administrators will also be provided guidance on how to make such decisions appropriately and based on student's post-school plans.

# BREAKOUT SESSIONS | 2:30 P.M.

**CLEP- What is it, and How Does it Enhance Your College Credit Opportunities for Students?**

Ballroom

[Jason Feig, Director, Michigan, The College Board]

CLEP – the College Level Examination Program – is new to Michigan K-12 schools, but is funded by the same funds which cover low income AP students. Come learn how you can add another layer to your college credit opportunities for students at a very low cost and with easy to implement procedures.

**Social Media to Promote and Connect Your District**

Board Room

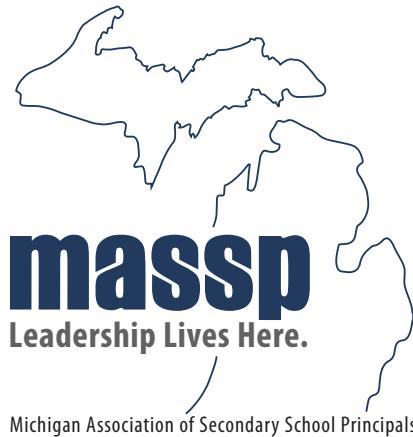
[Wendy Zdeb, Executive Director, Michigan Association of Secondary School Principals]

Should I bother with trying to get our District on social media and do I even have the time? The answer to both of these questions is YES! Social media is a great way to connect with all of your key stakeholders and to promote everything that is happening. In a day and age when everyone uses their cell phones to quickly locate information, schools need to make sure they are providing it. How will community members, parents and staff know about the awesome program at the elementary or the special guest reader? How can you easily tell people when there is a snow day or an emergency? How can you recruit parents and community volunteers to help with an event? The answer is social media. This session will give you the basics of how to set up Twitter, Facebook & LinkedIn accounts and how to save time by using Hootsuite to pre-set and manage your posts.

**TODAY'S CONFERENCE IS SPONSORED BY:**



Michigan Association of  
Superintendents & Administrators



Michigan Association of Secondary School Principals

# REFLECTIONS | DIG DEEPER

**Next Steps**

**Innovative Ideas**

**Websites/Tools/Resources**

# REFLECTIONS | DIG DEEPER

## NOTES

