

**LEADERSHIP**

**LM**

**MATTERS**

**IASA**

ILLINOIS ASSOCIATION OF SCHOOL ADMINISTRATORS



**Summer 2016**



**Grassroots effort helps  
avoid school funding disaster**

# In this month's issue



**Tumultuous times beyond compare but Illinois superintendents up to the task P. 5**



**Hutchins new president of IASA P. 8**



**ISAL program reaching 'critical mass' in Illinois P. 10**



**Videos from the Districts P. 23**

## Additional Items

- ◆ IASA Annual Conference Save the Date P. 6
- ◆ Communication: Tell your story... P. 18
- ◆ Sportsmanship in loss demonstrates high character of Teutopolis baseball team and fans P. 20
- ◆ IASA News in Brief P. 27
- ◆ IASA Calendar of Events P. 30



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# Grassroots effort helps avoid school funding disaster



Message from the Executive Director Dr. Brent Clark

Budget Impasse. Turnaround Agenda. Continuous Session. Tax Increases. Tax Freezes. Credit Downgrades. Working Groups. Attack Ads.

Those terms had become the catch phrases for Illinois government. Mix them all up and add in the fact that we are in an election year and you had the recipe for chaos and uncertainty. As the calendar

turned toward July and with the clock ticking toward a new school year, we still did not know if we would have a K-12 budget by the time school was scheduled to start in August.

With each passing day, the logistical and financial scenarios for schools became more troubling. The ripple effect of having some schools not being able to open was almost unimaginable.

Thanks in large part to the leadership and communication that superintendents and school leaders throughout the state provided for their communities, legislators and the governor finally reached a bipartisan compromise on the last day of the fiscal year. That agreement, **Senate Bill 2047**:

- ◆ Fully funds the General State Aid formula for the first time in seven years
- ◆ Provides \$250 million in a statewide school poverty grant to be distributed in a manner similar to the additional poverty grant funding for FY16

- ◆ Includes hold harmless language for all school districts
- ◆ Adds \$75 million to funding for Early Childhood Education
- ◆ Maintains level funding for other mandated categoricals

We still must find a more equitable formula to distribute state funding and to that end we will continue to press for passage of the Illinois Evidence-Based Funding for Student Success model that is part of the Vision 20/20 blueprint for the future of public education. But first things first and getting a budget that allows schools to open on time always

was Priority Number One. It might not have happened without the grassroots effort led by superintendents in communities across the state.

On to more pleasant items:

## New president of IASA

I want to extend a special thank you to **Dr. Jane Westerhold**, IASA's outgoing president. Jane has represented our association with the grace and class for which she is known. She has helped guide our association through one of its busiest and most challenging years. She also went out of her way to travel to Springfield to help honor this year's Superintendents of Distinction, and she also has written a **column** in this issue of *Leadership Matters*.

Derek Hutchins, superintendent of Crab Orchard District 3, took over as president of IASA on July 1. We are fortunate to be blessed with so many great leaders in our association, and I know that Derek is up to the task of helping lead IASA through what looks to be perhaps our most challenging year yet. A **story about Derek** also is included in this issue.

“There probably were many political and logistical reasons for the sides to finally reach a budget compromise, but there is no doubt that the leadership shown by superintendents in communities throughout the state was a factor that helped illustrate the urgency and the critical need for a school budget. We are very appreciative of the way in which superintendents professionally handled the discussion of this issue with the public and legislators and helped avoid inciting hysteria.”

## Annual Conference set for Sept. 28-30

Please mark September 28-30 on your calendars as they are the dates for the 52<sup>nd</sup> IASA Annual Conference. Our annual conference is shaping up to be another outstanding opportunity for professional development and networking. We are still working on some details of the conference, but the general sessions have been determined. They include:

- ◆ **Byron V. Garrett**, author of “The ABCs of Life,” national leader of the 4-H program, CEO of the 5-million member national PTA and named one of the 100 most influential African-Americans under 45 by The Root magazine.
- ◆ **Jennie Magiera**, the Chief Technology Officer with Des Plaines CCSD #62 and author of the technology education blog “Teaching Like It’s 2999,” and the book “Courageous Edventures.”
- ◆ **Josh Sundquist**, a Paralympian, motivational speaker and best-selling author of “Just Don’t Fall.” He not only survived bone cancer that resulted in

having his left leg amputated, but he bounced back to become the only person ever to be named to both the U.S. Paralympic Ski team and the U.S. Amputee Soccer team.

- ◆ **Ignite IASA Session.** We will be utilizing the fast-paced Ignite format for one of our general sessions. It will include a series of speakers giving 5-minute presentations on a variety of topics using 20 slides that are on the screen for only 15 seconds each. The slogan for Ignite presentations is “Enlighten us, but make it quick!”

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*Brent*

# SAVE THE DATES

## 52nd Annual Conference



**President Abraham Lincoln Springfield - A DoubleTree by Hilton**

701 East Adams • Springfield  
**and**

**Prairie Capital Convention Center**

1 Convention Center Plaza • Springfield

## September 28 - 30, 2016

*Registration for the IASA Annual Conference will open in early August.*

# Tumultuous times beyond compare, but Illinois superintendents up to the task

**By Dr. Jane L. Westerhold  
IASA Past President**

After 39 years in the profession and 36 years serving as an administrator, it is now time to vacate my position to discover a new purpose in life. The experiences that I have had over the years have influenced so much of who I am today. The experience of serving on the IASA Board for eight years and most recently serving as your president certainly ranks high on my list as most memorable and rewarding.

The privilege of meeting so many talented, dedicated, and committed superintendents through the years has been an amazing gift that I will always cherish. Regardless of how diverse our state is, our superintendents' passion for doing what is best for children is steadfast regardless of zip code or demographics.

The resolve of superintendents during the tumultuous times that we are living in is beyond compare. Your fear of the uncertainty is evident to many of us but you are also able to keep the focus on solutions to assure that the boys and girls in Illinois continue to have the best possible educational opportunities possible.

It should also be noted that IASA has never been stronger as an organization than it is today. I thank Dr. Brent Clark for his tenacity and selflessness as he advocates for you and all of the children in our state. His leadership, competence, and political acumen never cease to amaze me. Complimented by the stupendous executive team of Sara Boucek, Diane Hendren, Rich Voltz, and Mike Chamness, as well as the remarkable Cherry Middleton and the talented office staff, we clearly represent one of the most effective state superintendents' organizations in the country.

Presiding over my last meeting as president on April 26, the bitter and the sweet permeated my thoughts. The good fortune of serving as president with an extremely professional, dedicated, and competent Board made my job as president appear effortless. We all know that good people must move on and so we recognized several Board members leaving this year. The list certainly longer than usual includes Dr. Chad Allaman (Central Illinois Valley),



Dr. Jonathan Heerboth (Western), Dr. Jason Henry (Egyptian), Dr. Dan Oest (Kishwaukee), Dr. Jay Plese (Three Rivers), Victor White III (Illini), and Past President Scott Kuffel. Collectively, the seven have served 35 years on the Board and will be dearly missed.

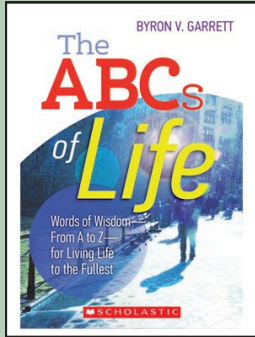
Although we had to say goodbye to several colleagues, we also welcomed five new Board members who are enthusiastic about their new positions. New Board members include Dr. Roger Alvey (Central Illinois Valley), Dr. Scott Goselin (Three Rivers), Dr. Dan Johnson (Kishwaukee), Kim Schilson (Western), and Barbara Thompson (Illini).

With one more year on the Board as past president, I look forward to working with President Derek Hutchins, President-Elect Dr. Thomas Bertrand, Treasurer Dr. Sheila Harrison-Williams, and Secretary Tim Buss. President Hutchins will provide the organization with sound leadership and I wish him well. I would also like to thank Past President Scott Kuffel for his many years of service and leadership.

The slogan in our district is "Working Together for our Children." It is my hope that all superintendents, and our esteemed Illinois Association of School Administrators, continue to work together for not just our own students, but all of the children in Illinois. Best wishes to you until we meet again.

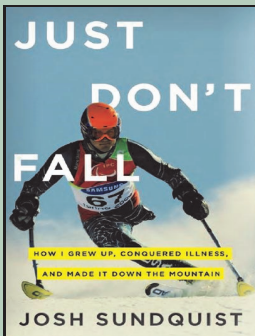
*Jane L. Westerhold*

# IASA Annual Conference General Sessions



**Byron V. Garrett**, author of “The ABCs of Life,” national leader of the 4-H program, CEO of the 5-million member national PTA and named one of the 100 most influential African-Americans under 45 by The Root magazine.

**Jennie Magjiera**, the Chief Technology Officer with Des Plaines CCSD #62 and author of the technology education blog “Teaching Like It’s 2999,” and the book “Courageous Edventures.”



**Josh Sundquist**, a Paralympian, motivational speaker and best-selling author of “Just Don’t Fall.” He not only survived bone cancer that resulted in having his left leg amputated, but he bounced back to become the only person ever to be named to both the U.S. Paralympic Ski team and the U.S. Amputee Soccer team.

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# Hutchins new president of IASA

*Crab Orchard superintendent takes reins of statewide association*



**Derek Hutchins**  
**IASA President**

Derek Hutchins, superintendent of Crab Orchard Community Unity School District 3, is the new president of the Illinois Association of School Administrators (IASA). Hutchins began his one-year term July 1.

“I am greatly humbled and honored to serve such a fantastic association as president. IASA is not only the leader in professional development and support for

administrators, but also in its advocacy for public education,” said Hutchins, who has been an educator for 28 years, the past 12 as superintendent in the Crab Orchard district. “I truly believe that it is because of IASA that I am a much better educator, leader and administrator.”

Dr. Brent Clark, executive director of IASA, said Hutchins experience and his leadership skills will provide solid leadership for IASA, which is one of the nation’s largest statewide associations for school administrators with more than 1,700 members.

“Derek has been on the IASA Board of Directors for more than five years and has served four years on our Governmental Relations Committee so he has a keen understanding of the issues facing public education,” Clark said. “Derek is deeply committed to providing the best possible educational opportunities for children and I believe he will provide great leadership for our association during these challenging times.”

In addition to serving this past year as president-elect of the association and his participation in the Governmental Relations Committee, Hutchins also served on the Professional Development Committee. He was a founding member and currently serves as president of both the Southern Illinois Health and

Wellness Insurance Trust and the Greater Egyptian Conference and is chairman of the Williamson County Special Education Executive Board.

Hutchins is a graduate of Benton High School and attained his Bachelor’s and Master’s Degrees from Eastern Illinois University and his Specialist Degree in Education from Southern Illinois University -Carbondale. He spent 10 years as a high school Chemistry, Math and Physics teacher and six years as a principal before becoming superintendent at Crab Orchard in 2004.

Crab Orchard School Board President Matt Troxel called Hutchins a “top-notch” administrator.

“We are very, very blessed to have Derek as our superintendent,” said Troxel, who has been a

member of the Crab Orchard Board of Education for 10 years, serving as president the last seven years. “He has been a wonderful asset for our district. He keeps things in line and if a problem comes up he knows how to handle it. Derek is always looking out for kids and trying to provide them with the best possible opportunities, and people need that these days.”

Hutchins said he looks forward to working with his colleagues from throughout the state to meet the tough challenges facing public education.

“The challenges facing today’s school superintendent are much different than when I

started this 12 years ago. The system of funding school districts very much needs to be fixed where all districts are funded equitably and adequately,” Hutchins said. “Now is the time when the topic is at the forefront to make the necessary changes. As British statistician Sir Claus Moser opined, ‘Education costs money, but then so does ignorance.’ “

Hutchins and his wife Tina have been married for 26 years. They have a son, A.J. (and fiancée Veronica Grgin), who is a State Farm Agent in Schaumburg, and a daughter, Autumn, who is a sophomore at John A. Logan College.

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**Derek Hutchins,**  
**IASA President**



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*Above insurance products may contain limitations, exclusions, and waiting periods.*

*Not all products may be available in all states or eligible for Section 125.*

*Some products may be inappropriate for people who are eligible for Medicaid coverage.*



## ISAL program reaching ‘critical mass’ in Illinois

*ISAL III graduates 28 superintendents who completed rigorous two-year cohort*

**By Michael Chamness**  
**IASA Director of Communications**

With the May graduation of the third class of fellows from the Illinois School for Advanced Leadership (ISAL), the impact of the rigorous IASA initiative to develop even more dynamic education leaders is spreading.

Dr. Nancy Blair, who facilitated the ISAL cohort, compared the program to the introspective doctoral program at Cardinal Strickland University in Milwaukee, where she is a professor of leadership studies and author of three books on leadership.

“Even though ISAL is not a doctoral degree program it is an intense learning experience that looks at leadership differently. It is a holistic view of leadership and the development of leadership from the inside out,” said Blair about the two-year cohort that included developing a personal professional growth plan as well as developing a district plan for student achievement. Each of the ISAL students was assigned a veteran superintendent as a coach.

There were 28 members of ISAL III that participated in the May graduation ceremonies at IASA headquarters in Springfield, and two more members are scheduled to graduate at the end of the

year. Since the first ISAL class graduated in 2012, 75 Illinois superintendents have completed the program – a number Blair said is reaching “critical mass” in terms of being transformational in the state.

“This is a program that gives superintendents confidence and competence as well as the drive and motivation to make a difference beyond just their school districts,” she said. “How that might make a difference is that ISAL members want to have a voice in what is good for kids, what is *really* good for kids and what makes sense. That might lead to having some conversations that are challenging to make some choices at the state level that are better perhaps than some of the choices that have been made in the past.”

IASA Executive Director Dr. Brent Clark said the program was implemented in 2010 to meet the growing needs of Illinois superintendents.

“Given all of the challenges facing superintendents and public education in Illinois, we thought it was important to provide a unique opportunity through rigorous curriculum, training and experiences for those men and women who were willing to push themselves beyond what is expected of a superintendent,” Clark said. “Everyone talks

about return on investment, and in this case it will be making a difference in public education.”

Blair said that the opportunity to interact with other superintendents from varying backgrounds and situations throughout the state is one of the program’s most valuable benefits.

“I think superintendents come into the program feeling isolated and almost feeling in competition with other superintendents. What happens in this program is that all those barriers are broken down and we build a collaborative community. One of our members coined a term that said ‘We came in isolated and we’re leaving ISAL-ated,’ and that means connected in a community.”

Members of the ISAL III cohort echoed Blair’s comments.

- ◆ “ISAL has transformed the way I serve as a superintendent by enabling me to learn the skills required to build capacity within the school district. This has resulted in a leadership team that is more empowered and has more self-efficacy in the improvement process,” said Center Cass District 66 Superintendent Tim Arnold, who has been an educator for 25 years. “While we were somewhat collaborative as a district prior to my participation in ISAL, we now have built systems within the district to ensure that appropriate decisions are made collaboratively whenever possible, resulting in an increase of ownership by administrators and teachers in the students’ learning process.”
- ◆ “ISAL has helped me be a better listener and better communicator overall. It also has provided a support network of superintendents across Illinois,” said Teutopolis District 50 Superintendent Bill Fritcher, who has been an educator 27 years. “Our school district has undergone a goal-setting process that had not taken place in several years. Our communication with stakeholders is improved and developing.”
- ◆ “ISAL has made me a better superintendent by



enhancing my instructional leadership skills, learning to take care of one’s self, networking, and continuing to learn about the best practices that exist in the field of educational leadership,” said Sunnybrook District 171 Superintendent Dr. Hughes B. George, who has been an educator for 22 years. “Our district will benefit from my participation in ISAL due to the best practices I am bringing back that will help propel us to be better educators and better instructional leaders rather than just managers.”

- ◆ “The entire ISAL experience goes far deeper than the learning outcomes identified for the program. Among the most important things I learned were presence, listening, reflection and balance, all of which lead to being a mindful, effective leader,” said Morton District 709 Superintendent Dr. Lindsey Hall, who has been an educator for 27 years. “I am growing and becoming a more effective superintendent through the reflective practices that I have experienced not only while in our ISAL sessions, but how I have taken what I have learned and applied various practices to myself and the school district I lead.”
- ◆ “ISAL has helped me focus on the most important work, such as developing a district vision. ISAL helped me understand how to shape that vision and then focus on transformative changes instead of structural ones,” said Mundelein Elementary District 75 Superintendent Dr. Andy Henrikson, who has been an educator for 30 years. “ISAL helped me find my voice as a superintendent and recognize that although these were my first two years as a district leader they

were full of opportunities to make meaningful changes. The most important thing I learned was that no one else is responsible for setting the district on its improvement course. That it is my responsibility to use data and the insights of others to both shape and build consensus for that direction.”



- ◆ “Without a doubt the ISAL program has transformed me into a confident and present leader. I am more willing to take risks and move beyond what is comfortable,” said Rossville-Alvin District 75 Superintendent Dr. Crystal Johnson, who has been an educator for nine years. “From my involvement in the program I hope to have created a momentum for change that will outlast my leadership.”
- ◆ “ISAL has helped me develop and improve a leadership style that stands the test of time. It has changed my thought process, the way that I interact professionally with my staff, and allowed staff members to develop ownership in the school, its process and procedures,” said Virginia District 64 Superintendent Brent O’Daniell, who has been an educator for 20 years. “We have created a five-year strategic plan as a blueprint for development and advancement of the district, and we are practicing a culture of coaching amongst our administrative staff and a number of our instructional staff with the hope of it broadening and integrating with all aspects of the district.”
- ◆ “ISAL has reconnected me with the most important part of my job and the part of my job that is most fulfilling and rewarding – the students in our district and their success,” said Robinson District 2 Superintendent Josh Quick, who has been an educator for 21 years. “This program has

renewed my enthusiasm and excitement for being a superintendent. It has helped me to refocus my energy on efforts that can most impact educational outcomes for our students and accomplish the district’s mission.”

- ◆ “Through the learning experiences of ISAL I have become more focused and am more reflective of the work we are doing in the district and the path we need to travel,” said Queen Bee School District 16 Superintendent Victoria Tabbert, who has been an educator for 35 years. “I’ve learned the value of saying ‘No’ and making sure that we stay laser-focused on what our students need.”

Blair, the ISAL facilitator, said that the ripple effect of the program could reach even beyond Illinois.

“I don’t know of another program in the nation like it,” she said. “There is an opportunity to create a model for the State of Illinois that will be very appealing to other states that are struggling with the same sort of challenges.”

**Plans are under way to launch ISAL IV in January of 2017. Anyone interested should contact ISAL Co-Coordinators, Dr. Nick Osborne at [nosborne@iasaedu.org](mailto:nosborne@iasaedu.org) or Dr. Gary Zabilka at [gzabilka@iasaedu.org](mailto:gzabilka@iasaedu.org).**

# ISAL III



**Dr. Chad Allaman**  
Washington 50



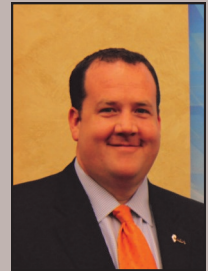
**Tim Arnold**  
Center Cass 66



**Julie Brown**  
Pontiac W-Holliday 105



**Michael Connolly**  
Keeneyville 20



**Ellen Correll**  
CCSD 46



**William Fritcher**  
Teutopolis 50



**Dr. Hughes George**  
Sunnybrook 171



**Dr. Lynn Gibson**  
Hononegah 207



**Sheila Greenwood**  
Bement CUSD 5



**Dr. Lindsey Hall**  
Morton 709



**Dr. Andy Henrikson**  
Mundelein 75



**Dr. Steven Isoye**  
Oak Park River Forest 200



**ISAL: To provide practicing Illinois superintendents with experiences that build exemplary knowledge and skills essential for successfully impacting student achievement.**

Click [here](#) to view the ISAL graduation video.

**Crystal Johnson**  
Rossville-Alvin 7



**Lance Landeck**  
Oakland 5



**Dr. Donna Leak**  
CCSD 168



**Dr. Douglas Moeller**  
DeKalb 428



**Dr. Kevin Myers**  
Mundelein 120



**Brent O'Daniell**  
Virginia 64



**Dr. Courtney Orzel**  
Lemont-Bromberek 113A



**Joshua Quick**  
Robinson 2



**Dr. Pamela Rockwood**  
Indian Creek 425



**Dr. Beth Sagett-Flores**  
Golf 67



**Michael Shimshak**  
Carbondale 95



**Dr. Stephen Smith**  
Dupo CUSD 196



**Victoria Tabbert**  
Queen Bee 16



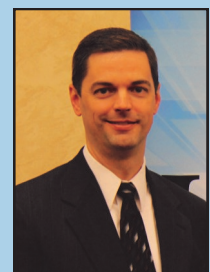
**Jonathan Tallman**  
Red Bud 132



**Dr. Mary Ticknor**  
Lemont 210



**Dr. Scott Warren**  
Lincolnshire 103



# **SRN** SUPERINTENDENT LEADERSHIP CONFERENCE



**Registration is now open!** We invite you to join us July 27-29<sup>th</sup> in Chicago, IL for the **School Research Nexus (SRN) Superintendent Leadership Conference**. (See enclosed registration form for details)

School Research Nexus focuses on high-level leadership development and discussing the latest cutting-edge research in education. This year's theme is ***Uberization of Education***.

SRN has been educating, inspiring and connecting school superintendents for more than three decades. This event will provide a forum to network with an elite group of top creative and innovative thought leaders in K-12 education. Conference speakers are leadership experts who will share their respective insights on all aspects of leadership.

## **Keynote Speakers**

### **Dr. Camille A. Farrington**

*Senior Research Associate, University of Chicago Consortium on School Research*

***LEARN HOW NONCOGNITIVE FACTORS INTERACT  
WITH SCHOOL AND CLASSROOM CONTEXTS TO  
AFFECT STUDENTS' ACADEMIC ACHIEVEMENT***

### **Dr. Susan Simpson-Hull**

*Superintendent Grand Prairie Independent Schools*

***LEARN HOW INNOVATIVE SCHOOL CHOICE  
PROGRAMS AND OTHER INITIATIVES ARE  
CLOSING ACHIEVEMENT GAPS IN DISTRICTS***

These two will be joined by other top-notch speakers. You will not want to miss this truly outstanding program. We begin at 1:00 p.m. on Wednesday. On Thursday we meet for a full day, and Friday we hold a half-day session, concluding with lunch. Complete enclosed registration form and return or visit the SRN website and register online

[www.srnexus.com](http://www.srnexus.com)

Return forms to Stephanie Lonon ([stephanie@srnexus.com](mailto:stephanie@srnexus.com)) or Fax 866-290-7631)

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# MEMBERSHIP DRIVE

FY-2017



## MEMBERSHIP HAS ITS PRIVILEGES

By being a member of IASA, you join forces with other educational leaders throughout the state to stand up for public education. Being an IASA member also makes available to you a whole spectrum of services to assist you in meeting the challenges of being a superintendent or school administrator.



**Maximum Educational Success for All Students**





Maximum Educational Success for All Students



## RENEW YOUR MEMBERSHIP OR JOIN IASA TODAY!

You can do so by filling out and returning the enclosed form with your dues payment. For more information or to join or renew online, go to the IASA website at [www.iasaedu.org](http://www.iasaedu.org) and click on the Membership Tab at the top of the page.

If you have any questions, please contact  
**Misti Murphy at 217/753-2213**

# MEMBERSHIP INCLUDES

## PROFESSIONAL DEVELOPMENT

IASA's professional development director offers timely academies, workshops and blogs that provide helpful instruction to deal with emerging issues facing school leaders.

## LEGISLATIVE ADVOCACY

IASA's governmental relations director tracks legislation that affects public education, lobbies on behalf of IASA's positions and keeps members informed with *Capitol Watch* updates and analysis.

## COMMUNICATIONS SERVICES

IASA's communications director assists superintendents in the development of talking points, media statements or letters to parents regarding issues that arise in a school district.

## LEGAL SUPPORT PROGRAM

IASA's in-house attorney provides legal counsel regarding superintendent contracts and legal assistance in job-related legal actions or proceedings.

## MENTORING

Whether it is through one-on-one contact with the IASA Executive Director or through one of the Field Services Directors, members have quick access to experienced school administrators.

## CONFERENCE OPPORTUNITIES

IASA's Annual Conference in the fall and the Alliance Leadership Summit (held every other year) in the spring offer members the opportunity to hear from nationally known speakers and to network with colleagues from throughout the state.

## RETURN OF DUES PROGRAM

A payment proportionate to the amount of dues paid during the past 10 consecutive years is made to a member's beneficiary upon an active member's death.



**By Matt Vanover  
VPA President**

The new school year is only a few weeks away, and now is a good time to invest in yourself and begin planning to improve communications with your school community.

Most districts in Illinois don't have a communications professional. Anytime you start something new, or move outside of your comfort zone, it can be daunting. But it doesn't have to be. Some planning, common sense and strategy can go a long way to help you improve relations with your parents, the public and your staff.

What you need is just a few hours, now, to think about what you'll be doing next year. Do you know when key events will happen in your school calendar? Can you think about what you would want your various constituencies to know about what's happening in the district. Would you like to prevent surprises to your constituents? If you can answer yes, or maybe, to these questions you can begin to develop a simple communications plan that will help you improve relations and build trust.

Communications can take many forms in a variety



**Matt Vanover is president of VPA, a consulting firm that specializes in strategic communications and public affairs. He also formerly served as Public Information Director and Deputy Superintendent at the Illinois State Board of Education from 2007 to 2015.**

of media for any number of audiences. It can be as simple as an email to your Board so they aren't caught off guard about a potential issue. It can be a press release to the local media touting a district success. It can be less than 140 characters in a tweet noting a change in schedule.

How do you go about deciding what you want to communicate? Think about implications and impact. How many people does it impact? Does it impact the districts finances? Does it have positive or negative implications for the districts' reputation? (and in turn, yours)

The negative news will stick with people a lot

longer than positive news. That's why it's important to let your school community know when there are successes within your district. There are an awful lot of stories about sports, but scholastic bowl, music and science fairs can also be a chance to let your constituents know about the great things in your district.

You can highlight when an educator has been singled out for recognition by his or her professional groups. You can let the public know when a student has achieved success outside the classroom, such as a promotion to eagle scouts or public service trips with their local church. They are your students and your teachers and that reflects positively on the district.

Even when you have negative news, do you want someone else to tell your story or would you rather define it to your school community. If you have what you believe will be a negative event or story, take some time to think about how you want the narrative to sound. In most cases, you can't turn it around to be a positive, but you can minimize the damage or explain the reasoning behind what was done. Just taking a few minutes to think about the issue, frame it honestly from your perspective and preparing yourself for some tough questions can go a long way to ease negative questions you may face.

Years ago people thought the only way to

communicate was through a press release or to send a fact sheet to a reporter at the local paper, radio or TV, and hope they told the story you wanted them to tell. Now, you can tell your own story and in many cases it can go to the audience you really want it to receive your communication. Don't think that because something has been in the local paper that you don't need to let people know about it through other means. Many people no longer read, listen or watch local commercial press. They get their news from the internet and social media. In many cases, the parents of your children have a smartphone but not a newspaper subscription, or even a PC. Utilize Facebook, Twitter and other tools to get your message out. Regular postings on your website can draw an audience of parents and the public to see what's going on in the schools.

Many of us just don't have enough time in the day to do everything that needs to get done. You may think that writing about activities within the district will take a lot of time that you simply don't have, however, it will be time well spent. It's an investment in *your* reputation and in your district. Open and honest communications will allow you to build up trust and respect within your school communities. Having that additional trust can make a crisis go more smoothly for your district, your board and yourself. That's an investment worth making.

**vpa** is a communications firm dedicated to helping its clients improve their relationships with their communities.

VPA is a firm uniquely positioned to assist school districts get their message out to the people they serve in an effective, affordable manner. VPA brings more than 20 years of experience in local, state and federal public affairs to each assignment.

#### WE PROVIDE:

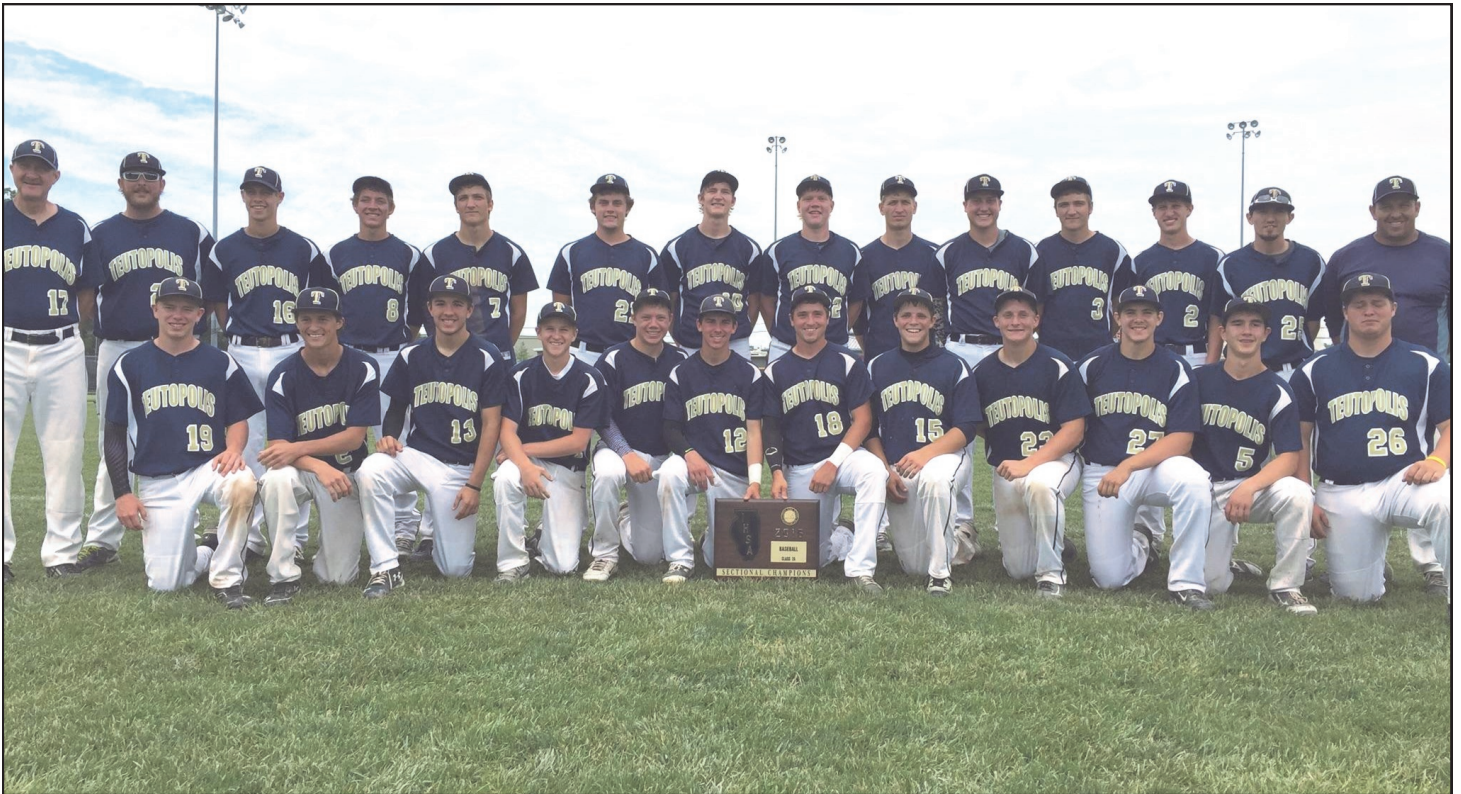
- Communications Strategy
- Editorial Services  
(press materials, speeches, talking points and op-eds)
- Public Affairs
- Media Relations
- Crisis Communications
- Internal and External Communications
- Event Management

Crisis communications is just a part of our work. Strategic communications help you build trust and improve your relationships.

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Service and project-based contracting available. Call for pricing information at 217-341-3849 or email us at [vpaininois@gmail.com](mailto:vpaininois@gmail.com).

**vpa.**  
your strategic  
messaging partner



## Sportsmanship in loss demonstrates high character of Teutopolis baseball team and fans

A letter was recently circulated regarding a high school baseball team and the fans who support them. The letter says more about the team and community and the character and sportsmanship they demonstrated than any team record or trophy case ever could.

Like any competitive high school baseball team, the Wooden Shoes of Teutopolis were playing to make it to the state tournament. After a hard fought, back and forth super-sectional game against Murphysboro High School, they fell short in the final inning and lost by one run. Excitement filled the air as Murphysboro celebrated their victory.

But it was what happened on the other side of the field that caught the attention of Murphysboro athletic director Len Novara. Instead of reacting in anger or pouting about the loss, the Teutopolis parents, fans and players gave the Red Devils of Murphysboro a standing ovation as they received their super-sectional trophy. Novara was so impressed and moved by the show of sportsmanship that he penned a letter to Teutopolis superintendent Bill Fritcher sharing what he saw. That letter was placed on the school district Facebook page and has been liked, shared and commented on thousands of times.

"The letter written by Mr. Novara is a reminder of the purpose of interscholastic athletics," said

Teutopolis superintendent Bill Fritcher. "Working together, parents and school staff can set a positive example for our students to follow. Learning to accept defeat is a powerful lesson. I am proud of our players, parents, coaches, and fans for recognizing that Murphysboro played hard to win that game. We will not only remember the outcome of the game but will also remember the display of good sportsmanship for years to come."

"Something that our parents and our coaches have always instilled in us is that we stand up like the people that we are and we clap for the other team," said Teutopolis senior Austin Johnson. Obviously, this is one lesson they all learned.

"A proud moment and the situation that came out of it," said Teutopolis coach Justin Fleener when asked how he felt about the team and community. "I'm very proud of that."

The game may not have ended the way they wanted it to, but the way those players, coaches and fans reacted shows more about their character and sportsmanship than any championship trophy ever could. Well done, Wooden Shoes, Well done.

Click [here](#) to view the entire letter from the IHSA website. You can view a video highlighting the event from the Illinoishomepage.net website [here](#).

# Developing a Communications Plan

**8 hours of Administrator  
Academy credit (AA #1568)!**

IASA Director of Communications Michael Chamness presents a course designed to offer tips on how to develop messages for your community and the media, how to handle crisis communications, how to spread the good news that is happening in your school district and how to develop a communications plan. The course includes:



- ♦ 3 hours in-person training, with video examples of best and worst practices and participation in mock press conferences involving real-world school issues
- ♦ 5 hours of homework, the end result being a written communications plan for your school district -- a project that can be undertaken as a team of administrators from a school district

**Contact Mary Ellen Buch at 217.753.2213  
or [mbuch@iasaedu.org](mailto:mbuch@iasaedu.org)  
to schedule an Academy  
in your area**



# Metropolitan School Employee Benefits Program



The Illinois Association of School Administrators (IASA), the Illinois Association of School Boards (IASB) and the Illinois Association of School Business Officials (IASBO) are proud to introduce the Metropolitan School Employee Benefits Program sponsorship and Mesirow Financial as our employee benefits broker.

Headquartered in Chicago, Mesirow Financial is a diversified financial services firm that will service those school districts in Cook and the surrounding DuPage, Kane, Kendall, Lake, McHenry and Will counties. Mesirow Financial has customized employee benefits programs specific to IASA, IASB and IASBO members in this area. We are calling this program the Metropolitan School Employee Benefits Program (MSEBP).

### Employee Benefits Cost Savings Strategies

**Evaluation of Current Health Insurance Program** A comprehensive analysis of employee benefits programs, including trend analysis and model plan design alternatives so you can see what factors are driving health care costs and how to control them.

**Procurement System** Our online bidding and contract management system saves school districts on average 35% on Life/AD&D & Disability programs.

**Wellness** Wellness program evaluation, need analysis and customized wellness strategies help to create a healthier, more productive employee population.

### Advanced Technology

**Human Resource Management System** Our integrated HR system manages the employee life cycle from pre-hire to retire by processing payroll, HRIS and benefits data in a single paperless platform.

**Online Benefits Enrollment Platform** A web-based, state of the art platform for benefits administration that reduces administrative costs, time consuming paperwork and errors while educating employees about their benefit options.

Investment Advisory services offered through Mesirow Financial Investment Management, Inc., an SEC Registered Investment Advisor. Securities offered through Mesirow Financial, Inc. Member NYSE, SIPC. Insurance services offered through Mesirow Insurance Services, Inc.

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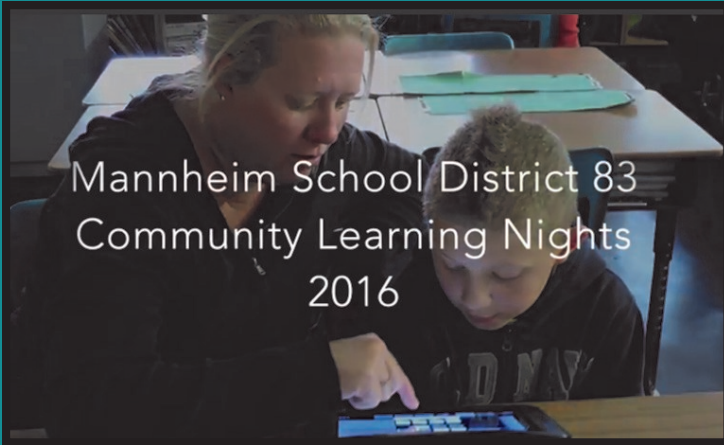
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# Videos from the Districts



Mannheim School District 83  
Community Learning Nights  
2016

## Community Learning Nights

**Mannheim 83**  
**Kim Petrasek, Supt**

**Kipling Elementary  
School Video**  
**Deerfield 109**  
**Dr. Michael Lubelfeld,**  
**Supt**



**Family STEAM Night at  
Patton Elementary**  
**Arlington Heights 25**  
**Dr. Lori Bein, Supt**

# Videos from the Districts

**Where the  
Wild Things are  
Community Cons 59  
Dr. Art Fessler, Supt**



**Explore 204: All-girls  
Robotics  
Indian Prairie 204  
Dr. Karen Sullivan, Supt**

**Morton's Mastery Approach:  
A Standards-Based System  
J.S. Morton 201  
Dr. Mike Kuzniewski, Supt**



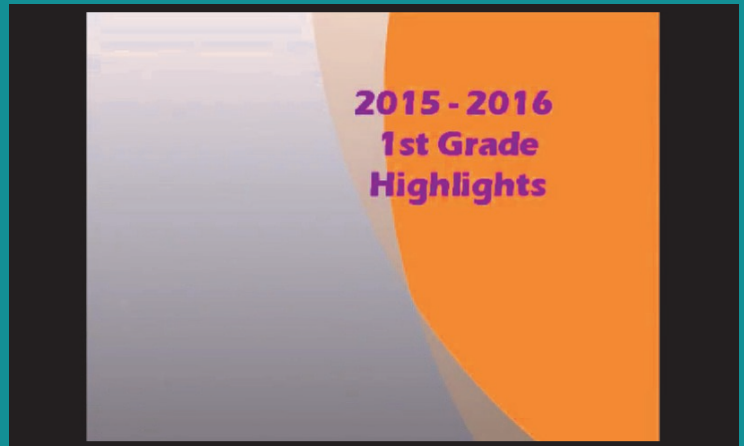


# Videos from the Districts



**Remaking Education:  
Renewing Creativity**  
Effingham CU 40  
Mark Doan, Supt

**Oakland 1st Grade**  
Oakland CUSD 5  
Lance Landeck, Supt



**Central Elementary  
School**  
CCSD 62  
Dr. Jane Westerhold, Supt



**DEPARTMENT OF  
EDUCATIONAL  
ADMINISTRATION  
AND HIGHER EDUCATION**

From school principals to university presidents, our Educational Administration and Higher Education alumni hold prominent positions in administrative positions around the world.

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**Decatur-Springfield Area**  
**Starting Fall 2016**

**Class Location: To be determined**

To learn more, contact  
Judith A. Green, Ph.D.  
618 536 4434 jagrene@siu.edu or  
John Dively, J.D., Ed.D.  
217 299 6302 jdively@siu.edu

**The Superintendent Preparation  
Program is 30-33 credit hours  
depending on the electives chosen by  
the candidate. These credit hours  
may be applied to the SIUC Ph.D. or  
Ed.D. programs.**

**Admission applications are due**

**August 8, 2016**

Visit <http://ehs.siu.edu/eahe/programs/p12program/superintend-prep/information>

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Education Programs [ehs.siu.edu/eahe](http://ehs.siu.edu/eahe)



SIUC wants to thank our administrator partner organizations and our adjunct faculty for their involvement and support!

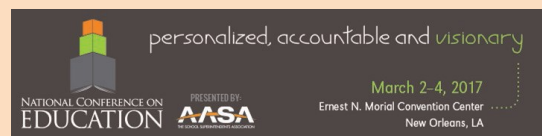


## IASA News in Brief



### Registration open for AASA National Conference in New Orleans (Updated information)

The 2017 AASA National Conference on Education will be held in New Orleans, LA on March 2-4, 2017. Registration and housing will open in July 2016. The preferred hotel for the Illinois delegation is the Marriott. A reception for the 2017 Illinois Superintendent of the Year is planned for Friday, March 3 from 5:30 to 7 p.m. at the Westin New Orleans Canal Place (Riverbend Terrace AKA Plimsoll Club) Check the AASA [website](#) for additional information.



### In Memoriam

It is with sadness that we inform you that Dr. Gary Brashear, former IASA member, passed away June 23. He was the Industrial Arts teacher in the Henry Senachwine High School for 17 years, later becoming the Superintendent of Deland-Weldon High School.

### J.S. Morton 201 named College Board Advanced Placement District of the Year

J.S. Morton High School District 201 in Cicero has been named a College Board Advanced Placement District of the Year. This award is given for being a national leader in expanding access to Advanced Placement Program courses while improving AP Exam performance at the same time. The school district celebrated the students' achievement in March by and congratulated students and staff for their hard work and accomplishment. J.S. Morton will be honored during the 2016 AP Annual Conference in July in Anaheim. Click [here](#) to read the entire Press Release.

### Vienna High School students graduate with both H.S. diploma and Associates Degree

Nine students from Vienna High School have met not only their high school diploma requirements but also requirements for their Associates Degree from either Shawnee Community College or Southeastern Illinois College. This is the fourth consecutive year that multiple students have received the dual degrees. Click [here](#) to view the full news release. Local TV coverage of the event can be viewed [here](#).



### ISDLAF+ June 2016 Monthly Update



Click [here](#) to view the June 2016 ISDLAF+ rates, economic indicators and general economic news brief. To obtain additional information regarding this IASA sponsored service, contact Donald E. Weber, Senior Vice President, Corporate Relations/ISDLAF+ at 630.657.6435. To check daily rates, visit the ISDLAF+ website at [www.isdlafplus.com](http://www.isdlafplus.com).



## IASA, IASB, IASBO Offers Members Comprehensive Health Insurance

The Illinois Association of School Administrators (IASA), the Illinois Association of School Boards (IASB) and the Illinois Association of School Business Officials (IASBO) have developed the Illinois Schools Employee Benefits Consortium (ISEBC). This program includes a proprietary fully insured, comprehensive group health insurance plan that will offer member school districts the opportunity to provide employees health benefits at discounted prices.

- **Large Group Purchasing Power**
- **Discounted Health Insurance Premiums**
- **Premium Stability**
- **Discounted Ancillary Premiums**
- **Free HR Consulting**
- **Customizable Benefit Designs**
- **ACA Compliance, Reporting and Filing**
- **Online Benefit Enrollment System**

The ISEBC is able to evaluate Blue Cross Blue Shield, Health Alliance, United Healthcare, Aetna, and HealthLink as network options.

### FOR MORE INFORMATION

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## Indoor Air Quality Tools for Schools Action Kit



The Action Kit provides best practices, industry guidelines, sample policies and a sample IAQ management plan to improve school air at little or no cost

**Get the Action Kit!**

## LEADING OUR SCHOOLS IN OUR COMMUNITIES

### Join us in Springfield next February for the **ALLIANCE LEADERSHIP SUMMIT**

A jointly sponsored event designed for district leadership teams: the **SUPERINTENDENT**, a **SCHOOL BOARD MEMBER**, a **BUSINESS OFFICIAL** and a **BUILDING PRINCIPAL**



**SUPERINTENDENTS, ASSEMBLE YOUR DISTRICT LEADERSHIP TEAM AND MARK YOUR CALENDARS!**

Hear from educational experts and political analysts  
Discuss educational leadership issues  
Engage in the legislative process

# July 2016

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
	IASA Aspiring Superintendent Academy					
17	18	19	20	21	22	23
24	25	26	27	28	29	30
			IASA Board of Directors Meeting			
31						

Click on a color-coded date to open a link for more information about the event.

**IASA  
Event**

**Professional  
Development  
Event**

**Legislative  
Event**

**Region  
Meeting  
(Contact your  
Region President  
for details)**

# August 2016

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3 New Superintendents' Conference	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Click on a color-coded date to open a link for more information about the event.

**IASA  
Event**

**Professional  
Development  
Event**

**Legislative  
Event**

**Region  
Meeting  
(Contact your  
Region President  
for details)**



## Illinois Association of School Administrators (IASA) Uses Website to Connect Employers with Job Seekers.

The Illinois Education Job Bank<sup>sm</sup> has been redesigned to combine a more user-friendly interface, professional layout and enhancements such as the ability to apply online and manage resumes and vacancies easier. Whether you are seeking qualified applicants to fill permanent, interim, part or full-time vacancies, the Illinois Education Job Bank<sup>sm</sup> makes posting jobs and finding candidates as easy as **1-2-3!**

With over **1,000** Illinois school districts and other educational institutions subscribing to the Illinois Education Job Bank<sup>sm</sup>, the proof is in the numbers. Since 1999, the Job Bank has provided the opportunity for more than **75,000** vacancies and **100,000** profiles to be posted online.

### FOR EMPLOYERS...

You can post vacancies and find candidates with ease and security.

**New and enhanced features include the following:**

- Quick and easy account setup
- Maintain complete control of job posting information, posting date and duration
- When you post an opening on the IASA Job Bank, the opening is also included on the school district's website without the school district reposting the information simply by setting up the RSS Feed
- Maintain low costs with minimal yearly fee
- Add customized questions to online applications
- Search for candidate features such as languages, skills and more
- Set up and maintain multiple profiles and users
- Save favorite candidates from job applications

### FOR JOB SEEKERS...

You can search, save resumes and apply online for **free**.

**New and enhanced features include the following:**

- Search from hundreds of openings throughout the state
- Create and maintain profiles and resumes in our secure online Job Search Portal
- Save and update your profile information including education, certification, employment, references, skills and more
- Set up convenient e-mail job alerts and notifications
- Save job listings, searches and applications

[www.illinoiseducationjobbank.org](http://www.illinoiseducationjobbank.org)



ILLINOIS ASSOCIATION OF SCHOOL ADMINISTRATORS

*Take Advantage of Your*

## MARKETING OPPORTUNITIES

YOU AND YOUR FIRM ARE *invited* TO PARTICIPATE IN THE...

# 52<sup>ND</sup> ANNUAL IASA CONFERENCE

SEPTEMBER 28-30, 2016

- ◆ Reserve a Booth
- ◆ Host a Hospitality Suite for Attendees
- ◆ Sponsor an Event, Meal or Speaker

## MARKETING OPPORTUNITIES

MARKETPLACE

## SPONSORSHIP OPPORTUNITIES

HOSPITALITY SUITES

Meal Sponsorship

Wednesday - Opening Ceremony Speaker, Evening Welcoming Reception

Thursday - Second General Session Speaker, Third General Session Speaker,  
Evening President's Reception

Thursday & Friday - Breakout Sessions

Friday - Closing General Session Speaker

Program Booklet

Event Website

Click [here](#) for Details

ILLINOIS ASSOCIATION OF SCHOOL ADMINISTRATORS

# MEMBERSHIP DIRECTORY

School Service Members can purchase advertising space in the 2016-2017 IASA Membership Directory. The Membership Directory is an indispensable tool for all members. Don't miss out on an entire year's advertising to members and the opportunity to stand out from your competitors by advertising or enhancing your company's listing!



**EXTEND YOUR BRAND TO WHO MATTERS MOST.**

Advertising in the 2016-2017 Illinois Association of School Administrators Membership Directory is now underway!

## REACHING 1,000+

school administrators, superintendents, assistant superintendents, and other administrators throughout the state. Get your company's name in front of the decision makers in Illinois school districts!

- ▶ **ESTABLISH AN IMAGE**  
When it comes to advertising and promoting your business, image counts.
- ▶ **VALUE**  
Grab this opportunity to build relationships with existing and prospective clients and grow your business.
- ▶ **LONGEVITY**  
Your ad will be placed in this invaluable resource offering year-round exposure, referred to time-and-time again.



Contact E&M Consulting, Inc. regarding Advertising Sales  
800.572.0011 // [marc@emconsultinginc.com](mailto:marc@emconsultinginc.com)

### ADVERTISING RATES

SIZE	B & W	COLOR
<b>PREMIUMS</b>		
BACK COVER		\$2,499
INSIDE COVERS		\$2,299
PAGE 1-2		\$2,199
Full Divider		\$2,099
1/2 Divider		\$1,399

### ADDITIONAL AD SPOTS

Full Page	\$1,499	\$1,999
1/2 Page	\$899	\$1,099
1/4 Page	\$599	\$899
Business Card	\$299	\$399

### ENHANCED LISTINGS

Boxed Listing		\$49
Shaded Boxed Listing		\$79
Boxed Listing w/Logo		\$99
Boxed Listing w/Logo & Bio		\$149

# Stunning design, sharp communication

Congratulations to Barrington 220 School District, Community Unit School District 308, and Evanston/Skokie School District 65 on their brilliant new websites! Their responsively designed websites adapt to all devices, house family and community resources, and directly connect with social media for modern communication.



Community Unit School District 308  
Oswego, IL

Evanston/Skokie School District 65  
Evanston, IL

Barrington 220 School District  
Barrington, IL

Do you want your district's online presence to look this good?

Contact your Illinois territory representative

**Bill Reynolds**

**[bill.reynolds@blackboard.com](mailto:bill.reynolds@blackboard.com)**

**814.272.5164**