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*Serving All Middle Level and High School Administrators*

December 20, 2017

Video Version: <https://youtu.be/6TXRPnYAvTA>

MoASSP Principal,

**Hey You! Humble Leader!** – Please, take a few moments to reflect on the last few months. As the leader of your school, you are a humble servant to those you are responsible for, but you are also the biggest reason your school culture is effectively focused on the students and their learning. Jot down a few things you are most proud of over the last six months. Were you organized at your beginning of the school year teacher meetings? Were you optimistic and enthusiastic? Did you walk around before school checking on the teachers to see what they needed? Did you meet your students at the door? Have you celebrated successes and downplayed the struggles? Did you make a stressed student smile? How about the time you supported a teacher with an angry parent or eased a confrontation? Were your gentle reminders about focusing on student learning both inspirational and a cue to redirect attention on why everyone comes into the building every day? It is you who brings people together and it is you who champions your building culture and markets the good things going on in your building. Take a few minutes away from being the humble leader and acknowledge that you are important and your contributions create learning opportunities every minute of every day!

**[A Hallmark of Effective Leadership is storytelling?](#)** - Leading business schools, from [Stanford](#) to [Wharton](#), teach [storytelling](#) as a business communication strategy. The ability to tell an engaging, compelling, and persuasive story is a hallmark of effective leadership and executive presence.

**Meeting with State School Board Committee** – Vic Lenz and Eddy Justice met with the Education Roundtable on Tuesday morning. The other member of the committee, Jennifer Edwards, was not available. As expected, the hour and a half session was professional and informative. Members of the Roundtable provided suggestions for the criteria or qualities that the board should consider in the new commissioner. In the course of the conversation, a question was raised for an explanation of why the former commissioner was fired because that information would be beneficial for the incoming commissioner to know the job expectations. It became obvious there was not a reasonable explanation for firing the commissioner. Digging deeper, a question was raised about how the commissioner’s success would be measured? No good answer was provided. This led to another question regarding “trust” and how the board would regain the trust of the public and the education community. There

was not a clear answer. DESE will send out in an email, from the State Board of Education, soliciting comments from stakeholders about the positive aspects of the public schools and the concerns they may have with the system. We reminded the committee that regional meetings were held and DESE spent months gathering suggestions from the parents, teachers, administrators, businesses, and industry detailing the very answers the board is attempting to find. A suggestion was made in support of a commissioner who would be long-term, because the learning curve will be steep and a minimum of two years will need to be spent understanding the complexities of the department, the needs of students in regions of the state, and how to work with the legislators, the governor's office, the many advisory teams, and professional education groups. Applications are due to the board by January 8, 2018, and the first board meeting of the year is January 9, 2018. The governor has selected January 10, 2018, for his State of the State address. The month of January may be very interesting.

- Here is a link to the survey from DESE - [Begin Survey](#)
- A [public hearing](#) is scheduled for **2-5 p.m. on Jan. 8** to gather public input on the characteristics that Missourians would like to see in the next commissioner. The hearing will be held in the State Board of Education Room on the first floor of the Jefferson Building, 205 Jefferson St., Jefferson City, MO.
- Applications are available for anyone interested in applying for the position of Missouri Commissioner of Education. The application is [available at DESE](#).

**Innovation** – Innovation is something that is very common in your school and across Missouri. It is also going to be one of the most important messages we send to our legislators and our community. What are you doing in your schools and who are you telling about these wonderful learning opportunities? Usually, marketing is not a high priority for principals, but think of the commercials on television. You see and hear them over and over and there is a reason; once is not enough. If it is catchy or extremely annoying, it has your attention and will be embedded. If not, it needs repeating. Find ways to get the message out multiple ways or find a catchy manner of marketing. Different students, different venues, speakers at club events, emails, text messages, Facebook, radio, television, or other manners of exposing the innovation to a large audience.

**Are your teachers informed?** – Recently a good friend of mine was at a Christmas party with present educators and a few retired educators. Some had no idea who the former commissioner of education is and many were very confused about PSRS, the school formula, the governor's firing of the commissioner, vouchers, or charter schools. Many are not interested enough to do research, some of their knowledge comes from sources that are merely hearsay, and others cherry pick their information. What can we do to keep our teachers and communities informed? One of the best ways is to keep them involved in the local system and present opportunities for them to understand the complexity of a state-wide system.

## **2018 Mark Your Calendars -**

**Reid Questioning Workshops** - The Reid experience is one of the most important workshops an administrator can attend. If you have not been to see Joe Buckley's presentation, I highly recommend attending. It will change how you communicate with anyone who comes to your office. Reid techniques are not just for questioning students but for dealing with teachers or other practical situations. Joseph Buckley is the presenter and he is very adept at keeping it simple and clear. He uses actual video interviews of witnesses, suspects, and criminals who have committed crimes as serious as murder to give credibility to his workshop.

- January 16, 2018 ([Downloadable Form](#)), Washington High School, Performing Arts Center (8:00 am - 3:00 pm)
- January 17, 2018 ([Downloadable Form](#)) Springfield Public School Board Meeting Rooms (8:00 am - 3:00 pm)

[Aspiring Principals Workshops](#) - Who will carry on your legacy? If you have a quality teacher leader in your building, encourage them to attend one of these workshops.

**St. Louis** - January 31, 2018 - SASSP Aspiring Assistant Principals/Athletic Directors

Where: EdPlus, 4433 Woodson Rd. #210, St. Louis, MO

Time: (Registration 8:30am) 9:00am - 2:30pm

**Kansas City** - February 7, 2018 - GKCPA Aspiring Event

Where: Summit Technology - Lee's Summit

Time: (Registration 12:30 pm) 1:00pm - 4:45pm

**Northeast and Central** - February 8, 2018 - NE Aspiring Event (MSHSAA Office - Columbia)

Where: MSHSAA Building (Columbia)

1 N. Keene St., Columbia, MO

Time: (Registration 8:30am) 9:00am - 2:30pm

**Southwest** - February 21, 2018 - SW Aspiring Principals Event

Where: Republic Public Schools, Board Meeting Rooms

518 North Hampton, Republic, MO 65738

Time: (Registration 8:30am) 9:00am - 2:00pm

## **2018 MoASSP Spring Conference “Building Your Brand by Telling Your Story”**

March 25-27, 2018, at the Lodge of the Four Seasons

Join us at the Lodge of the Four Season for professional growth opportunities that includes:

- Sunday EdCamp, Steak Dinner, and Keynote Speaker Robert Zywicki on Branding Your Building
- Monday Breakfast, a message from DESE, Four Concurrent Sessions, and choices that include golf, networking, or on your own activities at the lake
- Tuesday has a loaded general session with a law update, Beth Houf (Co-Author of Lead Like a Pirate), and closing with Mike Smith, a National Jostens Speaker, “Telling Your Story.”

[Spring Conference Downloadable Registration](#)

**From our office to the Principal of the Thing, have a Merry Christmas and a wonderful Holiday Season.**