



Preparing Rural Students for Their Future

**NOVEMBER 12 - 13, 2014
HOLIDAY INN & CONVENTION CENTER
STEVENS POINT, WI**

A conference for administrators, board members, teachers, CESA employees, higher education professionals, public library administrators, elected officials and citizens interested in rural school and community issues.

CONFERENCE SCHEDULE

November 12 – Day 1

8:30	Conference Registration
9:30-10:10	<p>“Changing Education Policy—Implications for Rural Schools,” Jeff Pertl, DPI Policy Analyst</p> <p>Major changes in demographics, chronic declining enrollment in rural schools, changing enrollment opportunities, and growing poverty are confronting our schools and impacting how we educate. This presentation will take a look at the larger forces that are shaping Wisconsin and the landscape of education policy, looking forward to the 2015-17 State Budget.</p>
10:10-10:50	<p>“Segregation of Opportunity: Education Funding,” Scott Wittkopf, Forward Institute; John Gaier, Neillsville</p> <p>The Association for Equity in Funding (AEF) and the Forward Institute released this study in September 2014, which examines eight years of school funding, spending, and local tax data. The study sought to determine whether the school finance system is fulfilling its constitutional and statutory obligation to provide equal educational opportunity for every student, regardless of demographic, need, or location. Among the significant findings of the study, it was determined that rural schools (particularly those of higher student poverty and need) have been experiencing overtly negative effects of the system, and that educational opportunity is largely a function of where you live. The study results will be presented from a rural administrator's perspective, sharing the data most relevant to Wisconsin rural schools. A pdf of the study can be downloaded at http://www.forwardinstitutewi.org/wp-content/uploads/2014/09/AEF-Funding-Study-FINAL.pdf</p>
11:00-12:30	<p>Lunch—DPI “Standing Up for Rural Schools, Libraries and Communities” Awards, State Superintendent Tony Evers</p> <p>The annual rural awards program sponsored by the Department of Public Instruction has been moved to the WiRSA conference.</p>

<p>12:45-2:00</p>	<p>“Hollowing Out the Middle: The Rural Brain Drain and What It Means for America,” Dr. Maria Kefalas, Distinguished Researcher & Author, St. Joseph’s University, Philadelphia, PA</p> <p>Sociologists Patrick J. Carr and Maria J. Kefalas moved to Iowa to understand the rural brain drain and the exodus of young people from America’s countryside. They met and followed working-class “stayers”; ambitious and college-bound “achievers”; “seekers,” who head off to war to see what the world beyond offers; and “returners,” who eventually circle back to their hometowns. What surprised them most was that adults in the community were playing a pivotal part in the town’s decline by pushing the best and brightest young people to leave.</p> <p>In a timely, new afterword, Carr and Kefalas address the question “so what can be done to save our communities?” They profile the efforts of dedicated community leaders actively resisting the hollowing out of Middle America. These individuals have creatively engaged small town youth—stayers and returners, seekers and achievers—and have implemented a variety of programs to combat the rural brain drain. These stories of civic engagement will certainly inspire and encourage readers struggling to defend their communities.</p>
<p>2:00-3:00</p>	<p>“Rural Schools Developing Globally Competent 21st Century Citizens” Gerhard Fisher, DPI; Leah Luke, Mauston; Vince Breunig, Lodi; Mike Ritchie, Northland Pines</p> <p>Global education in Wisconsin is a comprehensive education initiative. DPI supports efforts to educate globally competent students who can fully participate in today's globally interconnected world as responsible citizens and successful participants in the global economy. Initiatives such as the Global Education Achievement Certificate (GEAC) and the Global Schools Network, Global Youth Summits and many programs and resource centers at Wisconsin’s colleges and universities support global education in a comprehensive K-16 system. This presentation highlights two remarkable examples of Global Learning taking place in two rural Wisconsin districts.</p> <ul style="list-style-type: none"> • The Northland Pines School District has been collaboratively working on a global partnership with

	<p>China to bring Chinese students into the district to teach them about environmental issues, sustainability, and American culture.</p> <ul style="list-style-type: none"> • Lodi hosts an International Education Week each year to give students exposure to life outside of their community and country. Active sister school exchanges exist with Thailand and Germany and in development is an exchange with a Spanish speaking country. Lodi High School is also the only school in Wisconsin that has a class taught through distance education by a teacher in a different country, as a teacher in Thailand teaches Cultural Geography of Southeast Asia class.
<p>3:00-3:15</p>	<p>Break sponsored by Forecast 5</p>
<p>3:15-3:50</p>	<p>“Initiatives to Expand Broadband Across Rural Wisconsin,” Don Sidlowski, Northwoods Broadband Development Coalition, Three Lakes</p> <p>Over the past five years, a remarkable transformation has been underway in rural Wisconsin in which communities all across the State have been taught how to first become broadband sufficient and then use it as the means to expand economic development. From pilot programs being conducted by the UWEX Broadband & E-Commerce Education Center to broadband expansion grants administered by the Public Service Commission, rural Wisconsin has been the direct beneficiary. Now a new initiative is underway to place a MIT-chartered Fab Lab into one K-12 school district in each of the eight NE Wisconsin counties, using broadband and education as the means to create an entirely new economic enterprise zone in the region and train the workers of tomorrow in the K-12 classroom.</p>
<p>3:50-4:30</p>	<p>Roundtable Discussions on Rural Best Practice: Participants Select One Area to Share Successes/Learn from Others</p> <ul style="list-style-type: none"> • Educator Effectiveness--DPI & CESA #6 Models • State Assessments • Global Education • School Calendar • Teacher Compensation

	<ul style="list-style-type: none"> • Administrative Structures • Summer School • School Breakfast/Lunch Programs • Online/Blended Course Offerings • IT Support in Rural Schools • Youth Options/Transcripted Credits/Course Options
4:30	Reception sponsored by National Insurance Services
5:30	Dinner
6:15-7:00	<p>“Effective Strategies for Engaging Students in Rural Schools,” Paul Kuhlman, Nat’l Rural Teacher of the Year, Avon, South Dakota</p> <p>Are you feeling limited in your school from lack of resources? Do your students lack motivation? Do you feel the need for some inspiration? These are some common frustrations shared by many of us that teach in rural schools. However, with some creativity you can turn perceived weaknesses of your rural school into strengths. Be prepared, science will be performed to help illustrate some basic concepts that will revitalize your classroom! Audience participation is required!</p>

November 13 – Day 2

7:30	Continental Breakfast
8:00-9:10	<p>“Supporting Rural Students in Maximizing the Use of Technology,” Caroline Haebig, Inst. Technology Coord., Adlai E. Stevensen High School, Lincolnshire, IL, Apple Distinguished Educator, Wisconsin DPI Service Learning Awardee, ISTE Outstanding Educator, Invited Blogger/Writer for Learning & Leading w/Technology Magazine</p> <p>Remember the last time you were so engaged in a project that you couldn't stop thinking about it? So inspired you couldn't stop working on it? Mobile and learning technologies create powerful learning experiences in ways that were</p>

	<p>never before possible. The presentation will provide an overview of the SAMR technology integration model reviewing how our educators are maximizing technology to redefine how students are engaging in learning. Further, this presentation will provide concrete examples of how learners are using mobile technology to engage in authentic content creation, showcasing how learners are creating artifacts that make their thinking visible and audible in order to reflect on their own learning as a process.</p>
<p>9:15-10:00</p> <div data-bbox="109 711 224 920" style="border: 1px solid black; padding: 5px; text-align: center; width: fit-content; margin: 10px auto;"><p>EXPO 2</p></div>	<p>Breakout Sessions:</p> <ul style="list-style-type: none">• Central Wisconsin Academies—Laurie Borowitz, NTC; Reed Welsh, Abbotsford, Mike Endreas, Spencer <p>The Regional High School Academies were started in 2009 as partnership between six central Wisconsin rural school districts and Northcentral Technical College (NTC). The academies offer NTC dual credit opportunities for students, ranging from 12-15 college credits earned during their senior year of high school. The presentation will include a historical perspective on the academies and their evolution over the past 5 years. School district and college leaders will share logistical information for the six school district collaboration. They will also discuss shared instructional resources, the development of curriculum & instructional strategies, how they make connections to local businesses, and future plans for the academies.</p>

SANDS

- **Building 1-to-1 Technology Programs in Rural Schools**—Jim Erickson, Superintendent, LeAnn Christensen, IT Coordinator, Carissa Kammeyer, IMC Instructor, Brian Sears, Head of Maintenance & Transportation, Webster School District

Committing to a 1 to 1 initiative means not only deciding on what platform to use, but also how your district will manage the process. We will share how it developed in our school, from the first Tech Committee meeting to the distribution, management and summer storage of our Chromebooks. We'll also discuss our attempt to lengthen the school day by installing wi-fi on our bus routes.

EXPO 1

- **The Sum of Change=Student Success: An Exemplary Rural K-12 Mathematics Program**—Coleen Timm, Tom Ellenbecker, Tina Thompson, Brian Hammar, Amanda Haug, Michicot

Seven years ago, the Mishicot School District's ACT and WKCE assessment scores were well below the state and conference averages. District staff saw the need for change and began a process that has resulted in the district developing not only as an instructional leader in Manitowoc County, but also in Northeast Wisconsin. The Mishicot change began with a radical shift in instructional practices and school culture. This sectional will focus on the district math department's journey to refine its expectations of the department and of the students and how other departments used the same model to change their educational practices.

10:00-10:15	Break sponsored by Meemic
<div data-bbox="114 224 228 443" style="border: 1px solid black; padding: 5px; text-align: center; width: fit-content; margin: auto;"> SPRUCE </div>	<p>Breakout Sessions:</p> <ul style="list-style-type: none"> • Invisible Factors Affecting Achievement at Your School—Steve Craker, CESA #10 Research has shown that factors important for an exceptional learning environment include occupant comfort (not too hot or cold), indoor air quality (enough fresh air, no toxins), lighting (proper lighting—not too bright or too dim) and security. Just like in Maslow’s Hierarchy of Needs, meeting these basic needs is an essential first step required before addressing program needs, student-centered needs, and community needs. Also like in Maslow’s Hierarchy, one level of needs is not more “important” than the others, but each lower level must be achieved before the next can be reached.” We will focus on what these minimal needs are in terms of addressing facility concerns and understanding what can be done to affect those needs.
<div data-bbox="110 1010 224 1229" style="border: 1px solid black; padding: 5px; text-align: center; width: fit-content; margin: auto;"> SANDS </div>	<ul style="list-style-type: none"> • Opportunities for Rural Students in Ag-Related Fields—Alan Herrman, Ex. Dir., WI Agriculture Ed. & Workforce Dev. Council This presentation will cover latest trends in employment opportunities, job skill requirements and issues surrounding employment in agriculture, food and natural resources sectors. Other topics will include efforts to attract and retain employees and plans for the inaugural AgriFuture Summit.
	<ul style="list-style-type: none"> • Personalized Learning Action Network (9 Rural Districts)—Karen Wendorf-Heldt, CESA #9; Larry Ouimette, Lac du Flambeau; Barb Anderson, Elementary Teacher, Rib Lake

<div data-bbox="118 99 229 318" style="border: 1px solid black; padding: 5px; text-align: center;"> <p>EXPO 2</p> </div>	<p>The Personalized Learning Action Network at CESA #9 is a consortium of districts committed to personalizing learning for students. This session will introduce participants to what personalized learning is, why it matters, and how collaboration across districts can leverage regional support to transforming learning.</p>
<div data-bbox="112 651 224 870" style="border: 1px solid black; padding: 5px; text-align: center;"> <p>EXPO 1</p> </div>	<ul style="list-style-type: none"> <p>• Woodlands & Northwoods Regional Technical Academies—Brooke Holbrook, Vicky Oldham, NWTC; Ben Niehaus, Brandon Jerue, Zach Wedge, Florence/Goodman- Armstrong Creek; Ann Kox, Wausaukee</p> <p>Northeast Wisconsin Technical College (NWTC) is committed to the college and career readiness of students by providing access to earning college credit while in high school. NWTC and its rural K-12 partners share their commitment to deep programming efforts focused on career pathways, which create mutually beneficial outcomes for students, the community and workforce. These pathways focus on connections between education and workforce with an emphasis on attainment of a higher education credential. Learn the how and why of these important partnership developments.</p>
<p>11:05-11:50</p>	<p>“Eleva-Strum School/Community Business Partnerships,” Craig Cegielski, Craig Semingson, Eleva-Strum</p> <p>Eleva-Strum’s Cardinal Manufacturing has grown into a national phenomenon thanks to the partnerships with local,</p>

EXPO 4

state, and national companies. Mr. Cegielski and his students have presented across the nation about this revolutionary concept of operating an actual student-run business within the school. Since its inception seven years ago, Cardinal Manufacturing has received hundreds of thousands of dollars in donations and grants. During this workshop, Mr. Cegielski and his students will show how administrators and CTE teachers can replicate Cardinal Manufacturing in their schools.

12:00-1:30

Lunch

WiRSA Annual Awards Presentation

“New Federal Initiatives to Support Rural Schools,” Lucy Johnson, Deputy Asst. Secretary for Rural Outreach, US Dept. of Education; John Hill, Executive Director, National Rural Education Assoc.

1:40-2:25

SPRUCE

Breakout Sessions:

• **Advantages of a Rural Insurance Consortium**—Todd Kleinhans, Lakeland Union High School

Wisconsin State Statute Chapter 185 provides language and direction for the organization of cooperatives for several different purposes. This session will discuss how five rural school districts in northern Wisconsin joined together to form a health benefit purchasing cooperative which helped to lower health and dental premiums by over 5%.

EXPO 1

- **Community Area Networks Utilizing Fiber Optics & WiMax Towers**—Ross Wilson, CESA #10
CINC, pronounced “sink,” is a regional Community Area Network (CAN) work group formed in 1999 that is committed to “Broadband Serving the Public Interest.” CINC coordinates regional communication infrastructure projects with city, county and state government, educational institutions, libraries, nonprofits, healthcare organizations and technology providers to facilitate network creation that is innovative and sustainable.

Through improved services at less cost, CINC’s coordinated communication infrastructure helps our region be innovative, competitive, and economically robust. Most importantly, CINC enables better services with substantial cost savings (for schools, city/county government, healthcare, etc.) that are passed on to taxpayers and healthcare consumers. This session will explore the Consortium, and Ross will field questions about how to make this happen in YOUR community!

SANDS

- **The Power of Forecast 5 for Rural Schools**—Ridge & Valley Conference (Jim Kuchta, DeSoto)

Learn how Forecast 5 can help make data driven decisions. This session will demonstrate how to: 1) identify and acquire unique data; 2) gain an understanding of analytics that drive cost savings; and, 3) utilize 5Share as a professional tool for networking, peer collaboration, document sharing, and data collection.

	<p>Learn how to efficiently form collaborative peer groups comprised of school district administrators who are focused on using data to make more informed decisions. Members will be able to easily compare to one another using custom analytics.</p>
<div style="border: 1px solid black; padding: 5px; text-align: center; width: fit-content; margin: auto;">EXPO 2</div>	<ul style="list-style-type: none"> <p>• Tomorrow River Community Charter School—Chamomile Nusz, Tomorrow River</p> <p>What Does a Green and Healthy Waldorf School Look Like? Learn about the Tomorrow River Community Charter School and how it became a U.S. Dept. of Education Green Ribbon School winner in its first year of operation. How are they adapting the Waldorf curriculum into a public school environment as the first Waldorf inspired Charter School in Wisconsin? Learn about their relationship with the UW Stevens Point and how Environmental Education Practicum students are bringing environmental education to Charter School students. Be inspired by this new elementary school. What is the buzz about and how did it doubled in size in its second year?</p>
<p>2:30-3:15</p> <div style="border: 1px solid black; padding: 5px; text-align: center; width: fit-content; margin: auto;">EXPO 4</div>	<p>Budget & Legislative Support for Rural Schools—Sen. Luther Olsen (Education Committee Chair), Sen. Jennifer Schilling, Rep. Rob Swearingen (Rural Task Force Chair), Rep. Mandy Wright (Rural Task Force Member)</p> <p>One week after elections we will hear from legislative leaders about their ideas and the prospects of support and relief for rural school districts.</p>
<p>3:15</p>	<p>Conference Adjourns</p>

3:30-3:45	WiRSA Annual Meeting
3:45-4:15	WiRSA Board of Directors Meeting

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