

AUGUST 2024



NEWS

The WASA News is a monthly publication that provides key information to you in a concise, quick-read format. We hope you find WASA News to be an efficient way to keep abreast of new information, emerging issues, and timely resources. Be reminded that previous issues of the WASA News can be found on our [website](#).



"Success is not just about making your customers happy; it's about helping them achieve their goals."

Dear WASA Members,

August is the time of year when school district leaders launch the work to review, refocus, and refresh in preparation for a new and exciting school year. Part of this work often includes revisiting and reinforcing the importance of “customer service”—whether it be supporting staff, responding to parent requests and concerns, or taking care of the students in your schools.

Like all of you, “customer service” is a priority-focus at WASA. In fact, our 2023-24 goals included: “Provide exemplary customer service and support through timely and courteous responsiveness that is substantive and trustworthy—to members both individually and collectively.”

During a recent visit with one of our corporate partners, I was inspired by their company’s dedication to “customer success”—a mindset that goes beyond traditional customer service by focusing on helping customers achieve sustained, long-term success. While customer service typically involves meeting immediate needs, resolving issues, and ensuring satisfaction in the moment, it’s just the beginning.

The shift to customer success challenges us to focus on long-term outcomes. It encourages us to think proactively, ensuring our “customers”—students, staff, parents, partners, community patrons—are set up for success.

This year, you might want to contemplate a shift in mindset from customer service to customer success—how are we leading and supporting in a fashion that is more than customer service, and leaning in to ensure customer success?

How might a focus on customer success look different as we engage with and respond to parents? What does it look like when we move beyond customer service with staff and commit to ensuring customer success? And most importantly, is there a difference between customer service and customer success when it comes to our students? If so, what might this look like? These questions could generate rich conversations among staff in your district as they refocus and prepare for a new school year.

As leaders, bringing out the best in others—helping them achieve and experience success—should be the core focus of your work and that of your team. All the best, as you lead final preparations for the 2024-25 school year and set the stage for success—success for parents, success for staff, success for students, and success for your community.

Enjoy the ride,



G. Joel Aune
WASA Executive Director

UPCOMING WASA EVENTS



AI Summit West
Seatac
October 16-18



AI Summit East
Spokane
October 17-19



Lunch and Learn Part 1:
Legislative Platform Review
Virtual
September 25 | 12:00-1:00 p.m.

REMINDERS



Update Your Profile

If you haven't already, please help us keep our membership directory up to date by taking a moment to upload your photo to your WASA member profile page. Contact Heather Chard at hchard@wasa-oly.org if you have questions or need assistance.



Connect with Us

Be sure to follow us on [Facebook](#), [Instagram](#), and [Twitter](#) for information on upcoming conferences and workshops, legislative news and updates, and school news.





In case you missed the most recent edition, a link to the July WASA *Hotline* can be found [here](#).

The most recent edition of the *Hotline* features:

- Purple Star Districts from Erin Prince
- Stanwood-Camano equity work
- Andy Wolf reflects on eight years at WASA
- Art Jarvis reflects on 59 years in education
- Mike Nelson reflects on a lifelong lesson from a student
- Natalie Plott, Staff Spotlight



WASA Equity Statement

WASA's Educational Statement was adopted by the Board back in April, 2022. The purpose of the statement is to publicly clarify our beliefs and vision, while reinforcing WASA's commitment to supporting you in this important work. We hope the statement will help launch or extend essential conversations in schools and districts about the kind of leadership, culture, and support needed to ensure opportunity and success for every student. View the statement [here](#).



Lessons Learned from a Phishing Attack

In December 2023, the Cascade School District faced a phishing attack that compromised their payroll system, highlighting the need for stronger cybersecurity measures. [This article](#), by Superintendent Tracey Edou, shares lessons learned, such as requiring wet signatures for direct deposit changes and improving staff training on phishing awareness.

WASA and ERNN Expand Partnership

Membership in ERNN is a great way to stay on top of the evolving landscape of employee relations. ERNN members have access to:

- Current collective bargaining agreements from around the state
- An index of legal references pertaining to bargaining
- Continually updated guidance and FAQs from some of the top attorneys in the state
- A list of attorneys who bargain on behalf of school districts
- Discounted professional learning opportunities to help prepare you for bargaining



To learn more about joining [ERNN](#), or to see if your district is already a member, contact [Tim Garchow](#).

WASA Management Reviews

WASA's Management Review service is a great way to take an in depth look at specific areas of operation within your district. Reviews are available for Business & Operations, Special Education, Teaching & Learning, Transportation, Administrative Teams, and more. The WASA Management Review process has been refined through the completion of over 130 reviews in several states and at the college and ESD levels. The overall objective of a review is to provide an expert assessment of any number of aspects within your school district management. The results are designed to be both an analysis of what is, and a blueprint for what can be. Management Reviews are conducted by review teams of recognized, expert practitioners in consultation with your school district administration. To learn more about WASA's Management Review services, contact [Tim Garchow](#).

Superintendent of the Year— Apply Now!

The 2025 Washington State Superintendent of the Year process is underway. Those making nominations are strongly encouraged to reach out to their candidate to make them aware of the nomination and to submit an application. Candidates must complete an online application, which can be found on the [AASA website](#). To be considered for Washington's SOY, the deadline to apply is October 1, 2024. Questions? Contact [Shawna Kiliz](#).

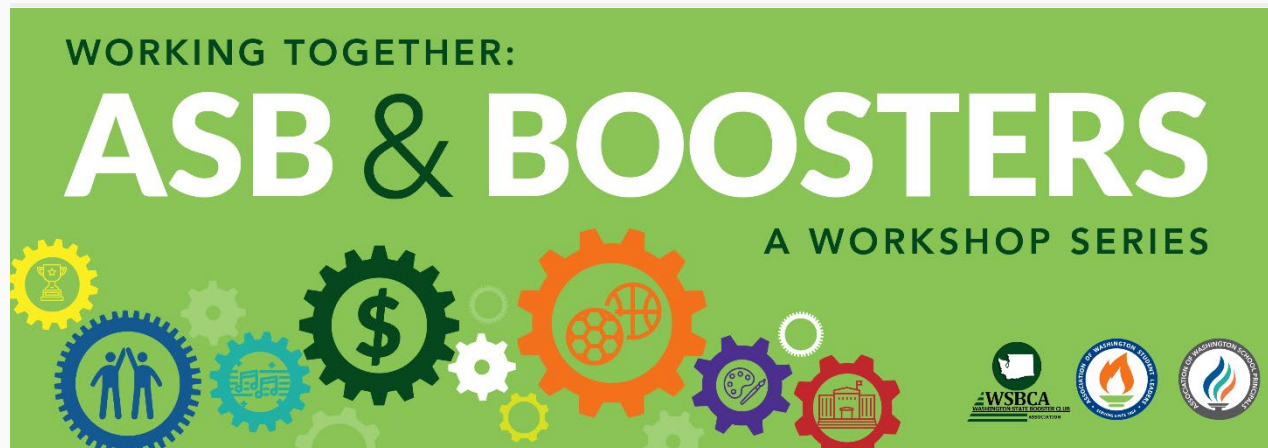


Laurie Dent, 2024 WA
State Superintendent
of the Year



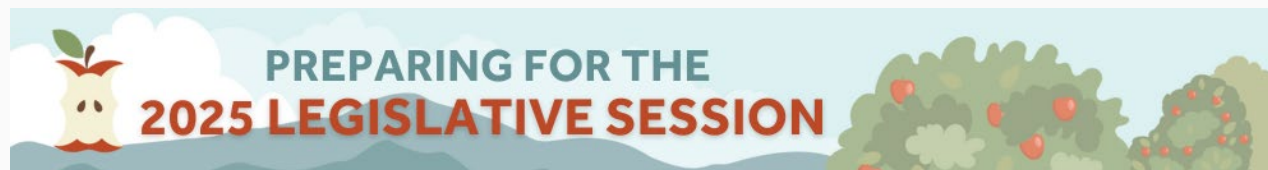
Welcome to the WASA Team, Beau!

We are excited to announce that Beau Wilson has joined the WASA staff as the Professional Learning and Innovations Assistant starting August 6, 2024. Previously, Beau served as the Diversity, Equity, and Inclusion Community Liaison for the Tumwater School District. Beau brings extensive experience in providing comprehensive support across all levels of K–12 public education, working effectively with a diverse range of stakeholders, from superintendents and administrative leaders to students and their families.



Working Together: ASB & Boosters

The Washington State Booster Club Association (WSBCA) is teaming up with AWSL and AWSP to bring you brand new Compliance & Best Practices Workshops. The new workshops ensure that all parties are on the same page as you work together. You choose the date and time. Workshop content will be tailored to your school or district's specific needs. Find out more [here](#) and [register today!](#)



Even though the Legislature will not convene its 2025 Session for another five months, WASA is already actively advocating for our [2025 Legislative Platform](#)—and we encourage you to join with us. The Platform, developed by WASA's Legislation & Finance Committee and adopted by the WASA Board of Directors at the end of March, focuses on three specific budget issues: Special Education, Materials, Supplies & Operating Costs (MSOC), and Pupil Transportation.

We have partnered with AESD and are in the process of meeting with the other education associations in an effort to recruit them to support this deliberately narrow and focused Platform. As this Coalition is being built, WASA (with support from ESD 112) created an education funding website, located at: www.waschoolfunding.org. The website provides useful—and easy to understand—information on the current funding dilemma so many school districts currently face.

This website is intended to be “informational” and not a specific advocacy tool, so we encourage you to share this with your school board, parents, and community members.

In addition to the funding website, we have also built a [Tool Kit](#)—with talking points, videos, social media content, and other communication resources—to assist and align our members as you engage with your own legislators. Our effort is to ensure WASA—and our partners—speak with one voice as much as possible. We encourage you to use the resources in the Tool Kit to join your colleagues and members of the other education associations in advocating for WASA’s 2025 Platform. Remember, it is never too early to engage with your legislators. During the interim between sessions is when they have time have deeper and more meaningful conversations. Jumpstart your advocacy for 2025 by building your relationships now and influence their thinking before they craft their own priorities for next session.

There have been questions about the rationale for adopting such a narrow Platform. There are two main reasons: (1) If we have any success at all, ALL 295 districts will be positively impacted—it does not matter if your district is big or small, east or west, urban or rural, rich or poor; ALL districts will receive financial assistance; and (2) Each issue is a Basic Education program, constitutionally required to be fully funded, yet there is clear, documented evidence that none are amply funded.

To learn more about WASA’s 2025 Platform, our effort to build a statewide coalition, and how you can help, we encourage you to attend our two-part “Finding Your Voice” Lunch & Learn webinars. **Part I, scheduled for September 25, noon to 1:00 p.m.**, will provide further details of WASA’s Platform development, an overview of our advocacy Tool Kit, and an update on the progress of implementing our 2025 advocacy plan. **Part II, scheduled for October 25, noon to 1:00 p.m.**, will provide advocacy training. Whether you are an advocacy novice or a veteran, Part II will provide tips and tools, and other resources to help you engage with the Legislature and effectively advocate for your schools, your students, and your staff.

Both webinars are complimentary; however, you must register to participate. Be looking for registration information in your inbox soon.



AI Innovation Summit

District and building teams are invited to join education partners for the first statewide conference exploring the transformative role of artificial intelligence in Washington State’s K-12 education system! Whether you’re just beginning to explore AI’s potential or you’re already implementing AI technologies, the knowledge, strategies and collaboration



Strategic Planning for K-12 Districts: Effectively Constructing Plans to Drive Positive Change

Wednesday, August 14 | 8 AM

In this webinar, Hanover, WASA, and MASA will provide a comprehensive overview of best practices for developing and executing K-12 strategic plans. Participants will gain

shared will provide valuable insights to inform your work.

To make attending as convenient and cost-effective as possible, the AI Summit will be held simultaneously at two different venues within the state, SeaTac and Spokane. We urge all school districts to prioritize this investment in learning how AI can transform K-12 education and reclaim valuable time for educators. Learn more [here](#).

invaluable insights from district leaders shedding light on the critical components of their strategic planning processes; their successes, challenges, and the solutions they applied to overcome them. [Register today!](#)



September

- 9-13-24 Leading Your District's AI Integration 12:00-1:00 p.m.
- 9-17-24 Leadership Listening Lunch & Learn 12:00-1:00 p.m.
- 9-18-24 Aspiring Superintendent Academy 8:30-11:30 a.m.
- 9-19-24 2nd & 3rd Yr. Superintendent Academy 7:30-8:30 a.m.
- 9-25-24 Finding Your Voice Part I
Examining the WASA Legislative Platform 12:00-1:00 p.m.
- 9-26-24 Aspiring Central Office Leadership Academy 9:00-11:00 a.m.
- 9-30-24 Mentor Academy 8:30-10:30 a.m.
- 9-30-24 Early Career Superintendent Academy 9:30-11:30 a.m.

October

- 10-7-24 Working Effectively with Legal Counsel Lunch & Learn 12:00-1:00 p.m.
- 10-10-24 Special Education Directors Academy 8:30-10:00 a.m.
- 10-11-24 Leading Your District's AI Integration 12:00-1:00 p.m.
- 10-16/18-24 AI Summit Westside
- 10-17/19-24 AI Summit Eastside
- 10-18-24 Global Instructional Leadership Network 8:30-10:00 a.m.
- 10-21-24 Mentor Academy 8:30-10:30 a.m.
- 10-21-24 Early Career Superintendent Academy 9:30-11:30 a.m.
- 10-23-24 Aspiring Superintendent Academy 8:30-11:30 a.m.
- 10-24-24 Aspiring Central Office Leadership Academy 9:00-11:00 a.m.
- 10-25-24 Finding Your Voice Part II:
The Importance of Legislative Advocacy 12:00-1:00 p.m.
- 10-29-24 Leadership Listening Part II Lunch & Learn 12:00-1:00 p.m.

RESOURCES



This month's featured resources include the following:

- [3 Critical Areas of Focus for Building Student Relationships](#) | K-12 Dive
- [What Gets in the Way of Students Feeling a Sense of Belonging at School](#) | Ed Week
- [Boots on the Ground: Topeka Superintendent Meets Families Where They Are](#) | K-12 Dive
- [Teaching the 2024 Election: Learning Opportunity or Landmine?](#) | Ed Week
- [AI in Schools: Let's Not Rush to Judgment](#) | EdSource
- [Academic Integrity And AI](#) | Ed Week Spotlight
- [When Schools Want to Ban Cellphones—But Parents Stand in the Way](#) | Ed Week
- [How to Address the Cellphone Problem: Tips from Teens](#) | Ed Week
- [Gender Diverse Youth Sport Inclusivity Toolkit](#) | Washington Interscholastic Activities Association (WIAA)



SPONSOR SPOTLIGHT

This month's Sponsor Spotlight features WASA's Diamond-level sponsor—[OAC](#). We are grateful for their unwavering support of our members and programs! Click their link to learn more about them. View all of our amazing Diamond-level sponsors [on our website](#).

OAC

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