

SEPTEMBER 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](#).



*"The single biggest problem in communication is the illusion that it has taken place."*

– George Bernard Shaw

Dear WASA Members,

Congratulations to all of you on the start of a new school year! A successful launch doesn't happen by chance, as it requires the intentional planning and preparation of superintendents, district leaders, and principals. And while these efforts often go unnoticed—after all, it's your job to make it all come together seamlessly—I commend you for your leadership. The WASA team deeply appreciates the time, energy, and leadership you've devoted to ensuring the first days of school have been positive and enjoyable for students, staff, and parents alike. Your efforts thus far, and throughout the coming year, are essential to ensuring **customer success** for the students, staff, and parents in your community.

In our effort to ensure “customer success” in the weeks and months to come, one of WASA's key priorities for the coming year will be to raise member awareness of the resources and supports WASA has to offer you. To that end, I want to highlight the various channels through which WASA shares information and maintains regular communication with you and your colleagues:

- **WASA News:** Our monthly publication provides concise and efficient updates to keep you informed. For those seeking more in-depth information, embedded links offer additional details.
- **WASA Hotline:** Published quarterly, the Hotline updates you on WASA's priorities, initiatives, field-related news, and other topics of interest and value.
- **Social Media:** Stay connected with us on **Facebook**, **X** (formerly Twitter), and **Instagram** for real-time updates on WASA and its esteemed members!
- **Matters Legislative:**
  - **"This Week in Olympia" (TWIO)** is our weekly newsletter delivering timely news and insights from the legislative session.
  - Assistant Executive Director Dan Steele also hosts a concise and informative **weekly podcast** during the legislative session. Sign up today for access to this podcast.
- **WASA Website:** Our website serves as a user-friendly hub for information and resources tailored to WASA members.

We encourage you to make the most of these information sources. Our goal is to provide you with essential updates, opportunities for professional learning, resources, anecdotes from the field, emerging trends and challenges, updates on WASA's work and priorities, and highlights of our members' remarkable achievements.

In addition to these sources, the WASA team stands ready to support you in the important work of leading schools and school districts toward excellence. Please do not hesitate to reach out to us at any time:

- **Joel Aune**, Executive Director
- **Shawn Batstone**, Assistant Executive Director for Professional Learning & Membership
- **Kim Fry**, Assistant Executive Director of Learning Innovation and AI
- **Tim Garchow**, Assistant Executive Director, Member Services
- **Dan Steele**, Assistant Executive Director, Governmental Relations

We wish you the very best in 2024–25. Here's to a successful and fulfilling year!

Cheers,



G. Joel Aune  
WASA Executive Director

## UPCOMING WASA EVENTS



**AI Summit West**  
Seatac  
October 16–18



**AI Summit East**  
Spokane  
October 17–19



**Building Bridges in Education**  
**Lunch and Learn**  
Virtual  
September 17 | 12:00–1:00 p.m.



### Finding Your Voice: A Legislative Advocacy Series

Virtual  
September 25 | 12:00–1:00 p.m.



### Leading Your District's AI Integration

Virtual  
September 13 | 12:00–1:00 p.m.



### Women In Leadership Fall Kick-Off

Virtual  
October 8 | 8:30–10:00 a.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](mailto: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](#).

# STAY IN THE KNOW

## 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 [Joel Aune](#).



Laurie Dent, 2024 WA  
State Superintendent of the  
Year

## 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](#).

## 2025–26 FAFSA/WASFA Applications

The 2025–26 Free Application for Federal Student Aid (FAFSA) will open on December 1, 2024. The WASFA will follow a similar timeline regarding its opening. During the delay, students and parents can still take their first step by creating their FSA ID. [The 12th Year Campaign](#) will be hosting virtual financial aid nights where students and parents can receive support creating their FSA ID. These free events will be held in English and Spanish



## AI Innovation Summit

District and building teams are invited to join education partners for the first statewide conference exploring the

and are open to all students. **Aim Higher Washington's** financial aid virtual trainings will be offered again this fall. These free trainings cover financial aid basics, financial aid navigation, and support students experiencing foster care or unaccompanied homelessness.

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 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](#).



### WALAS Annual Conference

The WALAS 3rd Annual Conference is set for October 18 and 19 in Pasco, Washington. Join WALAS at the Red Lion Hotel & Conference Center for two days of workshops and networking with fellow administrators and superintendents. This year's theme is "Unidos en Esperanza: Inspiring Belonging and Connection." Register [here](#).



### 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!](#)

### 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**.



### WASAbot.AI — Coming Soon!

Superintendent Mary Beth Tack discusses WASA's newest AI resource—WASAbot.AI—to help schools save time to get back to what is





really important.  
*Coming soon!*



[Click here to see!](#)



WASA's advocacy efforts are well underway, even though the Legislature will not convene its 2025 Session for another four months. Since the end of March, we have been aggressively advocating for **WASA's 2025 Legislative Platform** and have been building momentum, so we can hit the ground running on January 13. The Platform 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](http://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.

Multiple school districts across the state are in the midst of a financial dilemma. In the long-term, the Legislature must address the many structural deficiencies in the school funding system; however, in 2025 our focus will be on immediate budget support to stop the bleeding. We know that without substantial funding action by the 2025 Legislature, school districts will be facing even more difficulties as they craft budgets next spring. This is why we are determined to aggressively pursue the WASA Platform.

In order for our 2025 advocacy effort to succeed, we need school administrators—in concert with other educators—to fully engage in the legislative process. We understand, however, some of you may be new to advocacy, or you simply might not be comfortable engaging in the legislative arena. To help you ease into your advocacy role—especially if you have not engaged in the process before—WASA will provide tools, best practices, and resources to support your advocacy.

One of those supports is our “Finding Your Voice” Legislative Advocacy Lunch & Learn series. There are three components to the series. We encourage you to participate in all three webinars; however, each presentation provides distinct information, so attending all three webinars is not essential—or required. The webinars: will review WASA's 2025 Platform (September 25); will be an advocacy training program (October 25); and will provide a preview of the 2025 Legislative Session (December 11). Each Lunch & Learn webinar will be presented 12-1:00 p.m., via Zoom. The webinars are complimentary; however, you must register to attend. [Click HERE](#) for more details and to register for the



series.

# KNOW AND LEAN ON WASA

*Your Partner in Leadership Excellence*

WASA is your professional association, committed to serving and supporting education leaders across the state of Washington. This year, one of our top priorities is to elevate member awareness of the resources and supports available to you.

WASA is your professional partner in leadership, and we have a multitude of supports and resources available for you. People and personal connections are at the heart of everything we do. Meet the WASA team, comprised of five executives and seven support staff, all of whom stand ready to serve and support you. Whether you have a question, concern, or challenge, WASA is your go-to resource. Don't hesitate to make us your first call anytime you need **assistance**.

## WASA

WASHINGTON ASSOCIATION OF SCHOOL ADMINISTRATORS

*A Community of Leaders Committed to Educational Excellence*

**WASA** offers unmatched opportunities for professional growth, essential resources, and a strong network of peers who share your passion for advancing education. Active members have access to a myriad of benefits designed to support and enhance your role as a school administrator.

### **Be a Part of a Dynamic Community of Leaders**

WASA is dedicated to the development of quality education through professional leadership. As a member, you are part of a supportive community working to:

- Provide high-quality, research-based leadership training.
- Influence legislative and community leaders to secure ample school funding.
- Be part of a network of school district leaders engaging in the work of building great schools and school districts.
- Collaborate with AWSP, WSSDA, WASBO, AESD, OSPI, and other professional organizations to meet the needs of school administrators in Washington State.

Do you know of an individual who would benefit from a WASA membership?

Reach out and invite them today: [Link to Application](#)

# RESOURCES

This month's featured resources include the following:

- [Which States Ban or Restrict Cellphones in Schools?](#) | Ed Week
- [TOOLKIT: Cybersecurity for School Administrators](#) | AASA
- [The Comprehensive Guide to School Marketing](#) | Apptegy

- [Gallup Poll Shows Improvement in K-12 Education Satisfaction](#) | The Hill
  - [Strategies for Strengthening Foundational Math Skills of Middle School Students](#) | Hanover Research
  - [AI's Potential in Special Education: What Teachers and Parents Think](#) | Ed Week
  - [Principals: Try These 3 Things to Boost Teachers' Morale This Year](#) | Ed Week
  - [Don't Ignore Polarization in Classroom Election Discussions](#) | Ed Week
  - [How Teachers Tackle 2024 Election Discussions](#) | Ed Week
-



# PROFESSIONAL LEARNING CALENDAR

## 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.

## November

- 11.12.24** Global Instructional Leadership Network | 8:30-10:00 a.m.
- 11.3.24** Aspiring Superintendent Academy | 8:30-11:30 a.m.
- 11.14.24** Special Education Directors Academy | 8:30-10:00 a.m.
- 11.15.24** Leading Your District's AI Integration | 12:00-1:00 p.m.
- 11.19.24** Complying with the OPMA Lunch & Learn | 12:00-1:00 p.m.
- 11.21.24** Aspiring Central Office Leadership Academy | 9:00-11:00 a.m.
- 11.21-23.24** WSSDA Annual Conference
- 11.22.24** WASA Superintendent Component Breakfast at WSSDA | 7:00 a.m.
- 11.23.24** 2nd & 3rd Year Superintendents In-Person at WSSDA | 7:00 a.m.





## SPONSOR SPOTLIGHT

This month's Sponsor Spotlight features WASA's Diamond-level sponsors—**Clear Risk Solutions** and **Gallagher VEBA**. 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](#).

---

### Clear Risk Solutions



# Gallagher

Insurance | Risk Management | Consulting

### Gallagher VEBA



Washington Association of School Administrators  
PO Box 14459, Tumwater, WA 98511 | 360.943.5717

[wasa-oly.org](http://wasa-oly.org) | [View mailing online](#).

To unsubscribe from all mailings, [click here](#).

To opt-out of just this mailing, [click here](#).

