

# ADMINISTRATORS' CONFERENCE

South Wisconsin District

Kalahari Resort, Wisconsin Dells, WI

October 23-24, 2017

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## CONFERENCE SCHEDULE

### Monday, October 23

8:00-9:00 a.m.

Registration

9:00-10:00

Opening Worship

10:00-11:00

District Business

11:00-11:50

Session 1: **Before Brand**

Is organizational mission the way brand is lived out? OR is organizational brand how mission is given external "identity"? The answer? Both.

Before we can talk about school branding, let's explore twin concepts of CULTURE and CORE IDEOLOGY. Core Ideology is the animating reason for an organization's existence and its central value set. Culture includes the beliefs, "ways of life" (thinking, behaving, working), and -- ultimately -- mission, vision, and brand. In this first session, we will set the foundation for a meaningful exploration of effective brand development in your organization.

Noon

Lunch (*Sponsored by TADS*)

1:15-2:05 p.m.

Session 2: **Brand Belief**

Does your brand drive your workforce and shape its behavior? Or are the operational norms and behaviors the "real" expression of your brand?

In this second session, we will explore the essential element of environment on your brand success. Engaged, energized, and empowered, transformational brands are a dynamic duality of people and promise.

2:15-3:15

Session 3: **Beyond Brand**

Ultimately, brand is how we package, present, promote, and preserve our organization's culture and core ideology. But it's not enough. Armed with brand clarity, you're only at the starting line. Strategy is where the real work takes shape. In this final session, we will outline 5 critical principles to guide effective brand strategy.

## CONFERENCE SCHEDULE (continued)

3:15-3:30	Break <i>(Sponsored by Mrs. Myer's Education Services)</i>
3:30-4:00	WCRIS Updates
4:00-5:00	<i>Catapult Learning Title Q &amp; A (Optional)</i>
5:00-6:30	Rest/Check-In to Rooms
6:30	Banquet <i>(Sponsored by Catapult Learning)</i>
8:30	Evening Fellowship – Bowling @ Kalahari <i>(Sponsored by CUW/AA)</i>
10:30	Late Night Snacks w/ J.J.'s Fundraising

### **Tuesday, October 24**

7:00 a.m.	Breakfast <i>(Sponsored by LCEF/Diana Raasch)</i>
8:00	Devotions
8:30	The Call Process – Overview/District Expectations
9:30	Break
10:00-11:30	Session 4: <b>"Full to Bursting when You're Really Running on Fumes"</b>

We're a few months into the academic year, and whether or not your teaching ministry happens in a classroom, the pace of work tends to ebb and flow around the energy of the school calendar. That pace can be a powerful elixir, both for individuals and for organizations. It is also deceptive.

Busy doesn't equal full. Productive doesn't mean effective. Conversely: Stillness doesn't guarantee thoughtfulness.

What is the "go to" practice, behavior, cultural norm, belief, policy, or metric that you or your team uses to justify its identify? Its degree of success? Your level of "fullness"? The enduring strength of your culture won't come from a great organizational recipe, nor will it be powered by productivity. Let's explore the lifestyle that's really required, not just for each of us alone, but for Christian teams intent on serving filled to fullness.

Dismissal

Afternoon                      Golf Outing (Optional)