



# Executive Director's Update

## Massachusetts School Administrators' Association

33 Forge Parkway | Franklin, MA 02038 | 508-541-7997 | [msaa.net](http://msaa.net)

### From Executive Director Robert Baldwin

Massachusetts School Administrators' Association

**September 12, 2024**

#### Professional Development Workshops for SY24-25!

We are excited to announce the offerings for the SY24-25 [Professional Development Workshops](#)! These workshops are designed to support educators, school leaders, and staff in enhancing their skills and practices. Please share these opportunities with your school community, network, and colleagues. It's a great chance to learn, grow, and collaborate with professionals across the state. Together, we can foster professional growth and continue making an impact on our schools!

#### Coaching Program for New Administrators

We are thrilled to offer 36 trained and experienced Coaches who are available to support new administrators as they navigate their leadership roles. Our coaches bring a wealth of knowledge and expertise to help guide and empower school leaders in creating positive change.

Check out the details of our Coaching Program through the following links:

- [Outline](#)
- [Coaching Directory](#)
- [Request a Coach](#)

Whether you're a new administrator or know someone who could benefit, this program is designed to provide tailored guidance and practical solutions. Explore the program and take advantage of this valuable resource!

#### Join Us for the DESE/MSAA Early Literacy Summit on Friday, October 4th!

Mark your calendar! The DESE/MSAA will be hosting an exciting Early Literacy Summit on Friday, October 4th. This is a fantastic opportunity to dive into key topics, strategies, and insights that can help shape early literacy success in your school. Don't miss out on this great event! Whether you're an educator, school leader, early childhood director or literacy advocate, this summit is the place to be. [Click here](#) to register.

#### Membership

A reminder that we are accepting MSAA Membership Registrations for the 2024-2025 school year. As you may have noticed, the enrollment numbers and energy surrounding the Association has increased over the last year with over 250 new members. With a strong focus on Principals, we are hoping that you will also encourage your Assistant Principals to join this great organization. Whether it

be discounted Professional Development, a voice on state and national committees, access to a confidential support hotline, or simply collaboration and a network with other school leaders your Association is a great source of support for you. **Also, please remember, membership dues are covered in most contracts and paid for by many districts.** [Click here](#) for more information.

#### The Soul of Leadership

[Click here](#) to sign up for a monthly virtual group for principals. Supporting one another with difficult conversations and situations.



#### Andrew Rebello – NASSP Principal of the Year Finalist

Congratulations to Andrew Rebello, one of the top three finalists for the National Association of Secondary School Principals (NASSP) 2025 National Principal of the Year Award!

Before stepping into his current role as Assistant Superintendent of Bristol Plymouth Technical High School in August, Rebello served as Principal of Diman Regional Vocational Technical High School in Fall River, MA. During his tenure, Diman's graduation rate soared to 98%, and the school became the highest-performing high school in the region. His prior experience includes roles as Vice Principal and Central Office Administrator for Boston Public Schools. Rebello's accolades include being appointed to the Economic Development Planning Council by Governor Maura Healy and receiving the prestigious National Milken Educator of the Year award. He also serves on the Massachusetts School Administrators' Association (MSAA) Board of Directors. The 2025 NASSP National Principal of the Year will be chosen from the three finalists and announced at a gala on October 18th in Washington, DC.

#### Student Activities Registration (Student Council, National Honor Society, Cheer, Dance, Game Day and Esports)

Reminder to register your Student Activities for the 2024-2025 School Year. [Click here](#) to register.

#### High School Esports – Fall '24

Now at the beginning of the Fall semester, we're thrilled to announce the launch of our Fall Esports season once again! For the past 6 years, we've been partnering with PlayVS, and up until now, we have had 604 players and about 60 schools competing in top games. Participation is completely FREE, and enrollment for Fall 2024 is NOW OPEN! If you can find a teacher/advisor/coach interested in participating or want to learn more about MSAA Esports, please complete this brief survey:

<https://playvs022936.typeform.com/to/CiZ2U3ZR>.

Completing this survey does not commit your school to the



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Fall season, but it helps us provide you with additional information. Even if you're unsure, we encourage you to fill it out even if you are a "maybe" at this point. Although we are registering now for the Fall season, if unable to begin today, please fill out the survey for information about Spring '25. Select schools that fill out the interest survey and participate in the upcoming Fall season will have the opportunity to receive a Nintendo Switch bundle\* (a value of \$650) and/or a game copy of Madden NFL 24 and/or a game copy of NBA2K24) if they previously haven't received one.

### Esports for Middle School

Esports is growing at all levels. In partnership with PlayVS, MSAA is working to begin Esports at the middle school level this Fall. Following multiple successful high school seasons over the past five years we are excited to expand the offering to middle schools. Starting this Fall, middle school students will have the chance to dive into many different popular games. Participation is completely FREE and enrollment will remain open throughout the entire season! Enroll as early as possible through December 9. Students gain valuable skills including working with others, social engagement, strategic thinking, and career advancement opportunities through STEM based learning. If you're interested or want to learn more, please fill out this [MSAA Middle School Esports Survey](#), even if you are a "maybe" at this point. No commitment is required and it allows us to provide you with more information. Don't miss out on this exciting opportunity for your school and students! Be a trailblazer for middle school Esports in MA.

### Save the Date

**National Honor Society & National Junior Honor Society**  
Fall Massachusetts Conference  
November 15, 2024  
College of the Holy Cross, Worcester, MA

### Cheerleading/Game Day and Dance Fall State

#### Tournament Dates:

- Cheer Regionals: November 17
- Cheer States: November 24
- Dance States – November 10
- Game Day States – November 17

Check <https://www.msaa.net/activities> for more information.

### Calendar

September 16 – Board of Directors Meeting  
September 26 – MASC President's Dinner  
October 4 – [DESE/MSAA Early Literacy Summit](#)  
October 9 – Assistant Principals Committee  
October 23 – [Creating Culturally Proficient Educators](#) with Dr. Kalise Wornum  
October 26 – MASC Officershop  
October 28 – Board of Directors Meeting

### Student Council President's Dinner – September 26

The annual MASC President's Dinner will take place at the MSAA Office on Thursday, September 26. Student Council Presidents and Advisors are invited to attend this event to kick off the school year. The program will provide an opportunity to network with leaders from across Massachusetts and gather information about the upcoming year, including initiatives and programs. To register for the event, please [click here](#).

### Confidential Hotline

The Confidential Support Hotline has been established this year and is a service for all members to get advice and support to challenging questions. [This link](#) allows you to see the specifics of this new and confidential service. Please do not hesitate to contact us if we can be of assistance.

### What We Offer

**Immediate Support in Times of Need:** Whether you're dealing with a sudden emergency, a challenging situation, or simply need someone to talk to during a difficult moment, our hotline is available to provide immediate support and guidance.

**A Safe Space to Vent:** Being a school Principal can sometimes feel like an isolated role. Our hotline serves as a confidential space where you can express your concerns, share your frustrations, and receive empathetic listening from trained professionals who understand the unique demands of your position.

**Expert Legal Guidance:** Navigating the legal landscape within the educational realm can be complex. If you encounter legal issues or questions related to school policies, personnel matters, student rights, or other legal concerns, our hotline can refer you to experienced legal advisors who can provide knowledgeable guidance and assistance.

**Compassionate Assistance:** Our team is committed to providing compassionate assistance tailored to your specific needs. Whether you require practical advice, emotional support, or resources to address a challenging situation, we're here to help you navigate through it with professionalism and care.

**Confidentiality Guarantee:** Your privacy and confidentiality are of utmost importance to us. When you call our hotline, you can trust that your information will be kept strictly confidential. You can feel comfortable speaking openly and honestly about your concerns, knowing that our conversations remain entirely private.

### How to Reach Us:

To access our Confidential Support Hotline, simply dial (508) 541-9821. Our team of trained professionals is ready to assist you whenever you need support the most.

**Remember, You're Not Alone:** As a school Principal, it's natural to encounter challenges along the way. But with MSAA's Confidential Support Hotline, you're never alone in facing them. We're here to support you every step of the way, empowering you to overcome obstacles and continue making a positive impact in your school community.



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### Nominations for Assistant Principal of the Year

We ask you to take a look at the person down the hall from you or think of a peer from another district that has always offered you sound advice. Simply, email Bonnie LeMote ([blemote@msaa.net](mailto:blemote@msaa.net)) telling us in a sentence or two, why you are nominating this person. Nominees must meet the criteria listed below.

- MSAA member
- AP for three (3) complete years in one school

### Thanks for your continued support!

Robert Baldwin

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### Life insurance is for anyone who lives ...

In these ever-changing times, there's one thing for certain: life insurance is for everyone. When was the last time you thought about your life insurance coverage? Do you have enough coverage? Does it meet your current needs and those of your loved ones?

To help you review your life insurance needs, long-time corporate supporter, Horace Mann offers a life insurance needs analysis at no cost. They can help determine if:

- You have the right amount suited for your needs
- You have the right product for your unique situation
- You're paying the right price for the coverage you need

Visit [horacemann.com](http://horacemann.com) to learn more or to locate your local Horace Mann agent to get the coverage you need.

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IM-003934 (8-24)

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**imagine learning**  
IN PARTNERSHIP WITH  
**MSAA**

**imagine school services**  
TUESDAY, OCT 1ST, 10AM - 1PM  
LUNCH & LEARN

Meet district-level goals and expand programs with K-12 certified teachers, special education services, and flexible tutoring and intervention options.

- Introducing Imagine EdgeEX - The future of Edgenuity Courseware
- Small Group Targeted Instruction
- On-Demand Tutoring
- Speech Teletherapy
- Fulfilling 504s and IEP plans for Exceptional Students
- Hear from our district partners

LOCATION:  
MSAA OFFICE  
33 FORGE PARKWAY  
FRANKLIN, MA 02038

Attendees will be entered to win raffle prizes