



# 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

**January 29, 2026**

#### **Assistant Principals' Conference**

April 6, 2026 at the DoubleTree Hotel in Westborough featuring Keynote Speaker Anne Maire Anderson.

[Click here](#) for more information and to register.

#### **Share your impact: Present at the AP Conference**

We invite you to submit a proposal to present at our upcoming Assistant Principals' Conference. This conference, designed by Assistant Principals for Assistant Principals, is dedicated to bringing educational leaders together to foster collaboration. It provides a unique platform to share the innovative practices and insights crucial to the success of today's Assistant Principals. [Click here](#) to complete application – Deadline: February 13, 2026.

#### **Middle School Committee Best Practices Hybrid Showcase**

Please mark your calendar and join us on Monday, March 16, for the Middle School Best Practices Hybrid Showcase, hosted by the MSAA Middle School Committee. [Click here](#) to RSVP.

#### **Understanding the Various Roles of the School Mental Health Team**

Monday, February 2, 2026 (9:00-10:00 AM) – FREE  
As part of [MASCA's 2026 National School Counseling Week](#) program, please join us for this one-hour virtual presentation which is designed to help participants better understand the similarities and differences of the three major school-based mental health professional roles - school counselor, school adjustment counselor/social worker, and school psychologist. During this session, speakers will explain the distinct yet collaborative roles for each position. Attendees will learn how each role contributes to students' academic, social, emotional, and behavioral achievement and success, and how families and staff can best access and partner with these providers.

#### **Speakers:**

- Sugeily Santos, School Counselor, Curley K-8 School, Boston & 2025 MASCA School Counselor of the Year
- Nyki Clark, School Adjustment Counselor, Gardner High School
- Andrew Nickerson, School Psychologist, Narragansett Regional High School & President, Massachusetts School Psychologists Association

You must [pre-register here](#) to participate.

Please contact Bob Bardwell, MASCA Executive Director, with any questions or concerns. We hope to see you on February 2 at 9:00 AM!

#### **Save the Dates**

- *National Honor Society & National Junior Honor Society Spring Conference* - Tuesday, April 14, 2026
- *Summer Institute* – July 22-24, 2026

#### **SY26-27 Administrators Coaching and Mentoring Program**

Please refer at least one new leader (Principal, Assistant Principal or Central Office Leader) by sending their name, email, and telephone number to Yolanda at [yburnett@msaa.net](mailto:yburnett@msaa.net).

Together, we can ensure that more school leaders benefit from the support and guidance of the MSAA Coaching Program. Check out the details of our Coaching Program through the following links: [Outline](#); [Request a Coach](#); or view our [Coaching Directory](#). 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!

#### **Soul of Leadership Offerings**

Open to all past participants in Soul of Leadership and Feed Your Soul. [Click here](#) for more information.

#### **MASC State Conference Workshop Proposals**

Proposals are now being accepted from students interested in presenting a workshop at the MASC Annual Conference in March. Each school participating in the conference is encouraged to submit one workshop proposal. Please note - advisors must review and approve all proposals prior to submission. [Click here](#) to submit a workshop proposal.

#### **MASC Annual Conference**

This three-day, two-night conference includes workshops, motivational speeches, special events, award presentations and state officer elections. Attendees will participate in a variety of leadership development activities and network with student leaders from across Massachusetts to learn best practices for their student councils. Active student council members in grades 9-12 are encouraged to attend. [Click here](#) to register.

#### **Esports**

Esports continue to grow in our MSAA high schools. The best way to get started is to pass along the flyer linked below to a staff member, often times a teacher, to help start an esports club and eventual team. Please pass along and see what your school can offer to excited and motivated esports students!  
[Esports Flyer](#)



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## Professional Development Workshops

### Online Workshops

- **Building Effective Relationships with Students with Challenging Behaviors** *Vilenti Tulloch* (February 5, 10:00 AM-12:00 PM)

### In-Person Workshops

- **Got Attendance Issues? Leveraging School Counselors to Improve Attendance Rates** - *Bob Bardwell* (February 3) National School Counseling Week (*Administrator bring School Counselor at no cost*)
- **How to Observe, Collect Data, Analyze, and Give Feedback and/or Written Evaluation!** - *Thomas L. Brow, Jr.* (February 4)
- **4 Ps of the N-Word** - *Dr. Carroll W. Blake* (February 5)
- **How to Review/Audit Your Districts/Schools MTSS Effectiveness** - *Dr. Curtis A. Bates* (February 25)
- **Behavioral Blindspots: Overlooked Strategies to Effectively Support Students with Social Emotional Challenges** - *Jessica Minahan* (February 26)
- **Preparing Paraprofessionals for the ParaPro Assessment and State Certification** - *Thomas L. Brow, Jr.* (March 5, 8:30 AM-3:00 PM)
- **The Opposing Forces of Organizational Behavior and Culture** - *Patric Barbieri* (March 12, 8:30-11:30 AM)

## 2026 Cheerleading/Game Day and Dance Tournaments

### Cheerleading

- Regionals – March 1
- State – March 8
- New England – March 21

### Game Day

- State – March 1

### Dance

- State – February 28
- New England – March 14

## Thanks for your continued support!

Robert Baldwin

## LLP 2026-2027 Cohort

We are so pleased to announce that the 2026-2027 LLP Cohort is accepting applications. As many of you know our program combines hands on experiences in schools through the practicum as well as coupling that experience with practical and meaningful instruction. Please find below a more detailed description of LLP.

The Massachusetts School Administrators' Association (MSAA) Leadership Licensure Program (LLP) is a rigorous and comprehensive program designed to support aspiring PK-12 educational leaders across the Commonwealth. This program goes beyond simply fulfilling licensure requirements, aiming to build a significant and lasting Personal Learning Network (PLN) for its candidates. Through a blend of robust instruction, collaborative learning, and practical, performance-based assessments, LLP offers extensive professional learning opportunities. Our faculty consists of Superintendents, Principals and Special Education Directors. Its curriculum is grounded in effective teaching practices, instructional leadership, and Culturally and Linguistically Sustaining Practices, with the ultimate goal of cultivating transformative, equity-driven leaders. Participants will engage with the Massachusetts Administrative Leader Guidelines and relevant curriculum frameworks, preparing them to lead with impact in public schools. The program's unique integrated approach, which includes a focus on DESE's Performance Assessment for Leaders (PAL) Tasks woven into each module, ensures candidates are well-prepared to meet the Massachusetts Department of Elementary and Secondary Education's Professional Standards and Indicators for Administrators. So, tap the shoulder of the teacher, counselor in your district or school who just has "it".