



# Executive Director's Update

Massachusetts School Administrators' Association

33 Forge Parkway | Franklin, MA 02038 | 508-541-7997 | msaa.net

## From Executive Director Robert Baldwin

Massachusetts School Administrators' Association

### February 26, 2026

Earlier this month, Christopher Lebreck (Worcester Public Schools), Stephen Wiltshire (Grafton Public Schools), Marty Geoghan (Norton Public Schools), and MSAA Assistant Director Steven Dubzinski attended the NAESP Advocacy Day in Washington D.C. Once again, the meetings with legislators on Capitol Hill were productive and informative. The delegation from Massachusetts continues to be supportive of public education and wants to hear from us. Please continue to communicate with your Representative and Senator. Here is a picture of our Massachusetts NAESP contingent with Representative Stephen Lynch.



## Assistant Principals' Conference

You're Invited to the Assistant Principals' Conference!

Date: Monday, April 6

Location: DoubleTree Hotel, Westborough

Join us for a dynamic day of professional growth and networking, featuring Keynote Speaker Anne Marie Anderson.

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

## National Honor Society & National Junior Honor Society Spring Conference

Date: Tuesday, April 14

Location: MSAA Office

Click here: [Award Nominations](#) and/or [Registration](#)

## 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.

## An Invitation to Apply – Lenox Memorial Middle & High School Principal

[Click here](#) for more information

## LLP Partners with AIC for the 2026-2027 LLP Cohort

Help us find the next generation of leaders! If you know someone who has 'it,' pass this information along and help them take the next step in their career. The MSAA is proud to announce a strategic partnership with American International College (AIC), elevating the academic impact of our Leadership Licensure Program (LLP). Through the advocacy of Executive Director Bob Baldwin, LLP candidates are now eligible to earn up to 21 graduate credits for their coursework.

AIC is offering these credits at an exceptional rate of \$100 per credit, and they can be applied directly toward a Master of Education (M.Ed.) or a Certificate of Advanced Graduate Study (CAGS). We are proud to align with an institution that values real-world application over theory, featuring a faculty of current school leaders who bring their daily, boots-on-the-ground expertise directly into the classroom.

Explore our 2026-2027 schedules and faculty details, [click here](#). For personalized assistance, contact Beth Wittcoff at [bwittcoff@msaa.net](mailto:bwittcoff@msaa.net) or 508-541-9830. If you know a future leader(s), please share this opportunity with them!

## 2026 MSAA Summer Institute

Click on the links provided below to find more information and to register!

### [Summer Institute Page](#)

### Pre-Conference Workshops (Tuesday, July 21, 9 AM-12 PM)

- [From Staff Meetings to Student Success: AI In Action](#) - Dr. Michael Rubin, Principal, Uxbridge High School
- [Who's Really Struggling? Participants will explore how high-quality Tier 1 instruction, culturally responsive teaching, and effective use of MTSS can address student needs early, preventing academic or behavioral struggles from being misidentified as disabilities.](#) - Tara Trainor, Education Consultant, Curriculum Director of Oxford Public Schools
- [Leading with Soul: Developing Capacity and Ownership as an Indelible Leader](#) Dr. Curtis Bates, Seaside Educational Consultant

### [Summer Institute Conference Registration](#)

[MSAA Summer Institute 2026 Call for Presenters](#) (proposal deadline, March 6th)

## Soul of Leadership Offerings

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



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## **The Massachusetts Council on Gaming and Health Training Opportunity**

Not Just a Game: Youth Sports Betting Prevention & Curriculum Program. The legalization of sports betting and daily fantasy sports in Massachusetts and across the U.S. has intensified youth exposure to gambling through apps, advertising, and pervasive sports culture. Launched in 2025 and supported by the Massachusetts Attorney General's Office, Not Just a Game is the first youth sports betting prevention curriculum and program in the U.S. Not Just A Game is an evidence-based, culturally responsive youth prevention curriculum that can meaningfully shift young people's knowledge and attitudes toward sports betting, interrupt early pathways to risky gambling behaviors, and support the long-term health and well-being of youth with diverse experiences and backgrounds. It delivers interactive lessons on financial literacy, media literacy, cognitive distortions, and gambling-related risks and harms. In its first year alone, the program reached over 400 youth, aged 12-20, across schools and community-based organizations in Massachusetts.

Train-the-Trainer: In our second year, we are excited to expand our outreach through a Train-the-Trainer model. This spring, we are looking for qualified teachers and school staff from 10 high schools to deliver our 4-session program in their classrooms. Educators with experience teaching health and/or wellness at any high school grade level are especially well-suited for this role. Participants will receive 5 hours of comprehensive training, including how to effectively deliver the program, access to all materials and resources, and insights from past trainers on best practices. Trainers will also have access to ongoing support from MACGH throughout program implementation.

Training will be held on March 13, 2026, 10 AM - 3 PM at Workbar Needham in Needham, MA. Trainers will receive a \$100 Amazon card for participating in the training, and each participating school will receive a \$1,000 stipend.

[Click here](#) to register

## **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](#).

## **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](#)

## **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