



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

March 25, 2026

Harvard University Cell Phone Study

We invite you to join a free webinar with [Dr. Angela Duckworth](#) to learn more about the research on student self-control and phone behavior and preview what Massachusetts educators are saying about school cell phone policies from the preliminary [Phones in Focus](#) data.

- Date: April 6th 2026
- Time: 3-3:45 pm
- [REGISTER HERE](#) for the free Webinar.

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](#) to register

2026 MSAA Summer Institute

Featuring Keynote speakers Hamish Brewer and Duncan Kirkwood. [Click here](#) to register for full conference.

Pre-Conference Workshops (Tuesday, July 21)

- [From Staff Meetings to Student Success: All In Action](#) - Dr. Michael Rubin, Principal, Uxbridge High School
- [Who's Really Struggling?](#)- 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

SY26-27 Administrators Coaching and Mentoring Program

Please refer to 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. 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](#).

MSAA Board of Directors Nominations

The MSAA Board of Directors is currently seeking members to fill the following positions:

- Vice President
- Region 1 High School (Berkshires)
- Region 7 High School (South Shore)
- Region 9 High School (Boston)

If you are interested in being on the ballot for the Board of Directors or have a colleague you would like to nominate, please [click here](#) to complete the form no later than April 17.

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 or 508-541-9830. If you know a future leader(s), please share this opportunity with them!

Congratulations to the 2026 State Champions:

Cheerleading

- Division 1 - Greater Lowell High School
- Division 2 - Billerica Memorial High School
- Division 3 - Medway High School
- Division 4 - East Bridgewater High School
- Small Coed - Bellingham High School
- Large Coed - Franklin High School

Game Day

- Leominster High School

Dance

- Jazz - Braintree High School
- Pom - Braintree High School
- Hip Hop - Burncoat High School

Calendar / Upcoming Events:

- April 16 - Educators of Color Networking Social
- April 27 - Middle School Committee
- May 8 - Respect and Civility Symposium
- May 11 - Board of Directors
- June 5 - Students of Color Leadership Conference
- June 10 - Assistant Principals' Committee



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MASC Annual Conference

The Massachusetts Association of Student Councils (MASC) Annual Conference was held at the Emerald Resort in Hyannis on March 4-6, 2026. This energizing event was attended by over 1000 student and adult leaders from more than 70 schools across the state. Attendees enjoyed keynote presentations by Eddie Slowikowski and Brandon Lee White as well as large group workshops by Justin Boudreau, Sandi Kurland, Rob Powers and Special Olympics Massachusetts.

Congratulations to the following students for being elected as MASC state officers for the 2026-27 school year.

- President: Lucy Haile, Minnechaug Reg. HS
- Vice President: Nathan Cardichon, Cardinal Spellman HS
- Secretary: Layla Maloney, Silver Lake Reg. HS
- Delegates: Dori Casey, Tewksbury HS; Amogh Prakash, Westborough HS; Colby Mackie, Longmeadow HS; Noah Price, Duxbury HS

The following awards were presented at the conference:

- Administrator of the Year: Ryan Sylvia, Middleborough HS
- Advisor of the Year: Robin Allain-Moody, Ralph C. Mahar Reg. School
- Unsung Hero Awards: Connor Goodsell, Blackstone Valley Reg. Tech HS; Corbany Greemore, Nauset Reg. HS; Eva Wang, North Reading HS; Annalise Kro, Longmeadow HS
- MASC Distinguished Service Award: Linda Francis, SEMASC Executive Director

MSAA Esports is growing each year.

This 2025-26 school had 43 schools participate in the fall season and 41 schools currently participating in the spring. PlayVS is the company and platform the MSAA schools have been using for the past 8 years. Our Spring 2026 finals will be held on April 11. This is the time to look ahead to next year and see if your school and students are interested in starting a team. For more information, even to inquire about what esports looks like in schools, reach out to MSAA Esports Liaison Richard Pearson (rpearson@msaa.net) or _____ at PlayVS. This opportunity has been great for students who are passionate and competitive about gaming. Don't hesitate to consider this for your school community!

A request from M.A.S.S.

Equity-Focused Strategic Planning Support for State Superintendent Organization. If you know of a consultant that has the skills and talents to submit an RFP for this project, please share the linked RFP with them. We encourage applications from individuals of all backgrounds, including people of color, women, LGBTQ+ individuals, and people with disabilities. [Click here](#) for more information.

Thanks for your continued support!

Robert Baldwin