

Dr. Cassandra J Schug

OBJECTIVE

My objective is to demonstrate and share my commitment to educational excellence through a superintendent position.

PROFESSIONAL EXPERIENCE

**Superintendent of Schools, Watertown Unified School District
Watertown, Wisconsin 2011-current**

- Provide leadership to a preK-12 school district serving approximately 3,900 students and 500 staff in a community of 23,000
- Led the process for development of the District's strategic plan
- Led the process for development of a new educator compensation model
- Led the process for the adoption of a new insurance, retirement model, and adoption and implementation of an on-site clinic
- Led the adoption of a dual-language bilingual program
- Led a successful 16.3 million dollar referendum for operational needs
- Led a successful 6.2 million dollar referendum and oversaw the construction
- Under my leadership, implemented Endeavor Charter School – a 9-12 program-based charter serving 60 students in the Watertown Unified School District; Riverside Academy – a project-based middle school academy; Lincoln STEM School – a STEM elementary school
- Under my leadership, implemented e-Campus – a fully online K-12 virtual educational program

**Adjunct Professor – Organizational Leadership Change for Equity, Educational Leadership and Policy Analysis – UW-Madison
Madison, Wisconsin 2018-present**

Principal, West Bend East High School

West Bend, Wisconsin 2004-2011

- Led the Program-Based Budgeting Process at the High Schools
- Evaluated and hire administrative and teaching staff
- Led the School Improvement Strategic Plan and Team
- Coordinated Staff Development
- Led High School Redesign Team
- RTI and Pyramid of Intervention District Teams
- EPASS (EXPLORE, PLAN, ACT) Alignment Team
- Led Professional Learning Community Initiative at the High Schools
- Coordinated Post-Secondary/Project Lead the Way Initiative

Assistant Principal, Nathan Hale High School

West Allis, Wisconsin 2001-2004

- Chaired and coordinated the North Central Accreditation Process
- Worked with the Building Leadership Team to facilitate and implement school improvement
- Oversaw the development and assessment of department goals
- Evaluated and hired teaching staff
- Coordinated the District Writing Assessment
- Coordinated major school functions including Summer Registration Program, Freshmen
- Orientation, and the Eighth Grade Exposition

Academic and Assessment Director, Nathan Hale High School

West Allis, Wisconsin 2000-2001

- Coordinated Nathan Hale's Academic Program
- Coordinated WKCE and ACT testing
- Monitored school improvement data

Secondary English Teacher, Nathan Hale High School 1997-2000

West Allis, Wisconsin

Secondary English Teacher, McHenry East High School 1994-1997

McHenry, Illinois

EDUCATION

Harvard Graduate School of Education
Women in Leadership Program 2016

University of Wisconsin-Madison

Educational Leadership and Policy Analysis Doctoral Program, PhD 2015

Marquette University, Milwaukee, Wisconsin

Superintendent Licensure 2011

University of Wisconsin-Milwaukee 2000

Master of Science Degree in Administrative Leadership

University of Wisconsin-Milwaukee 1994

English as a Second Language Certification

University of Wisconsin-Madison 1993

Bachelor of Science in Education

OTHER PROFESSIONAL EXPERIENCE

- Watertown Rotary President
- Watertown Rotary Board of Directors
- Watertown Chamber of Commerce Board of Directors
- Watertown Library Board Trustee
- City Branding Commission of Watertown
- Business Education Collaborative (Madison Region Economic Partnership)
- East Region Advisory Board for MATC (Madison Area Technical College)
- President and Board Member of Big Brothers Big Sisters of Washington County
- Graduate of the Leadership of Greater West Bend
- Executive Board of Directors for AWSA (Association of Wisconsin School Administrators)
- AWSA Senior High Commission
- WASDA (Wisconsin Association of School District Administrators) Professional Development Committee
- Greater Watertown Community Health Foundation Transformation Council
- YMCA Capital Task Force
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PROFESSIONAL PRESENTATIONS/CONFERENCES

- Presented at UWWC (University of Wisconsin – Washington County) Youth Leadership Academy
- 2005, “Aspiring Leaders”
- Presented at Wisconsin School Leaders Academy 2005, “Keys to Effective Collaboration”
- Presented at University of Wisconsin - Milwaukee 2006, “Moving from Good to Great”
- Presented at WASCD (Wisconsin Association of School Curriculum and Development) 2006,
- “Moving from Good to Great” and “Creating a System-Wide Response of Support to the Full
- Spectrum of Learners PK-12 from At-Risk to GT”
- Presented at DPI (Department of Public Instruction) Principals’ Leadership Conference 2007,
- 2008, 2009 “Moving from Good to Great” and “Systemic Interventions”
- Presented at CESA 5 Principals’ Meeting 2007, “Becoming a PLC”
- Presented at Cardinal Stritch 2009, “Implementing Systemic Interventions”
- Presented at DPI New Promises Conference 2010, “Implementing Systemic Interventions”
- Presented at DPI Graduation Summit 2010
- Presented at AWSA Secondary Principals Conference 2010, “Comprehensive Counseling Model”
- Published “The Role of the Superintendent in System-Wide Success for pre-K-12 English Language Learners” 2015

- Presented at UW-Madison Wisconsin IDEA Executive PhD Cohort 2015
- Presented at Wisconsin Association of School Boards State Convention “Our Journey to Reduce
- Healthcare Costs and Designing an Onsite Clinic” 2017
- Presented at the Watertown Business and Education Partnership Breakfast “Everyone Wins” 2017
- Presented at UW-Madison Wisconsin IDEA Executive PhD Cohort 2018
- Presented and hosted various schools and districts on implementation of Professional Learning
- Communities, STEM programming, and Project Lead the Way
- Attended and led teams at professional development conferences including: Bill Daggett’s Model
- Schools, Richard DuFour’s Professional Learning Communities, Jay McTighe’s Understanding by
- Design, Quality Quinn’s Literacy, AWSA’s Wisconsin School Leaders Academy, Tom Guskey’s
- Assessment, Richard DuFour’s RtI, NCA’s National Conference