

## **Conrad D Farner**

### **Summary Statement**

Energetic and passionate educational administrator with thirty years of proven excellence at effectively serving students, families and staff; well-versed in all aspects of educational administration at both the building and district levels; adept at resource mobilization, budget management, community partnerships, human resources and best instructional practice; technology and communication skills complement relationship-building expertise and critical thinking to allow for rare problem-prevention and problem-solving acumen.

**Seeking** To provide the highest quality leadership with a distinguished organization that recognizes the importance of high expectations, genuine relationships and collaborative cultures to best meet the needs of students, families and staff.

### **Current Position**

**Director of Human Resources since January 2013**

**Cedarburg School District - Cedarburg, Wisconsin**

**Responsible for all aspects of Human Resources & Summer School**

- Direct hiring processes and oversee flexible and relevant professional development for staff, contributing to the highest ACT composite score in the state of Wisconsin.
- Provide key leadership in implementation of the Effectiveness Project, including the use of Frontline's Professional Growth module and quality SLO and artifact development.
- Mentor new building and district office administrators.
- Provide leadership in the development and implementation of the district strategic plan.
- Ensure school schedules allow for sufficient instructional hours and equity in workday expectations between the elementary, middle and high school levels.
- Review, revise and maintain Employee Handbooks to maximize efficiency, encourage professionalism and retain quality employees.
- Continually monitor, revise and implement competitive and fiscally responsible compensation strategies for staff.
- Ensure compliance with all FLSA & ACA regulations & contract renewal statutes.
- Oversee all aspects of the district's summer school program.
- Provide guidance and direction regarding employee performance improvement plans.
- Counsel employees about time-off, including FMLA leaves, procedures and timelines.
- Develop salary comparisons of school districts in southeast Wisconsin to enable the district to remain competitive in attracting and retaining quality employees.
- Prepare regular updates for the School Board regarding hiring and staffing.
- Research and prepare policy revisions and the supporting rationale for the School Board.
- Provide key leadership in Open Enrollment, Open Meetings and Open Records.
- Manage all professional licensure issues.
- Provide leadership in the development and implementation of strategies to limit OPEB liabilities while still attracting and retaining quality staff.
- Develop district school year and twelve-month employee calendars.

**Superintendent Experience****Superintendent of Schools from July 2007 – January 2013****School District of Greenfield, Wisconsin****Responsible for all aspects of District operations.****Governance & Policy**

- Continually apprised the Board of district operations via monthly Board meetings and weekly electronic correspondence, face-to-face meetings and phone conversations.
- Prepared and posted all meeting agendas and conducted meetings in compliance with Open Meetings statutes and the State Attorney General's guidance.
- Oversaw monthly meetings of the management team to ensure coordinated and consistent implementation of district and building initiatives.
- Ensured that district operations complied with relevant and applicable local, state and federal laws.
- Worked collaboratively and consistently with various internal and external stakeholder groups to ensure decisions were made in the best interests of students while considering the needs of involved parties.
- Continually worked with the Board to update district policies in a timely manner.
- Represented the district and the Board in numerous capacities and roles, always holding myself to the highest professional and ethical standards.

**Curriculum, Instruction & Assessment**

- Established a District Literacy Team to analyze student achievement data, assess the existing curriculum, build a shared awareness of literacy best practice and guide teachers in implementing differentiated and guided reading practices.
- Expanded middle school literacy efforts emphasizing research-based best practices and interventions.
- Established a Curriculum Development process that ensured relevance and rigor while addressing key issues related to grading, assessment and report cards.
- Used Measure of Academic Progress (MAP) assessments to inform instruction and ensure effective interventions to address student reading and math deficits.
- Implemented a district-wide Balanced Assessment initiative.
- Established a pre-school screening program (PASS) to allow parents the opportunity to help determine their child's readiness for Kindergarten.
- Supported revisions to the four-year-old and five-year-old Kindergarten report cards to reflect a more standards and skills-based reporting system.
- Offered “for-credit” summer classes to facilitate student engagement in high interest classes during the school year.
- Increased the academic requirements for earning a high school diploma.
- Developed multiple graduate-level courses in cooperation with Marquette University, Alverno College and Cardinal Stritch University to foster meaningful professional development for staff.

## **Superintendent Experience (continued)**

### **Budget/Financial/Facilities Leadership**

- Significantly increased the total district fund balance, enabling the District to avoid short-term borrowing.
- Managed budgets to allow the district to reserve \$3.3 million in self-funded health insurance fund balance.
- Supported implementation of Skyward Financial/Personnel Software to create efficiencies and improve accuracy of data management.
- Identified necessary budget reductions/revenue sources on an annual basis to balance the district budget.
- Educated community members regarding the need to update district facilities, resulting in four referendum questions being approved over a fourteen month period.
- Managed more than \$50 million in construction projects as part of the Greenfield
- High School renovation including a new academic building, Performing Arts
- Center, Natatorium, gymnasium, maintenance building, Administration Center and concession stand, in addition to extensive renovations of the kitchen, cafeteria, old gymnasium, baseball field, soccer field and football/track complex.
- \$37,800,000 for high school renovation and new construction (referendum)
- \$5,975,000 for new Natatorium (referendum)
- \$4,350,000 for new Performing Arts Center (referendum)
- \$1,863,000 for new Administration Center (operating budget)
- \$410,000 for new Utility/Maintenance Building (referendum)
- \$281,500 for new Concession Stand/Lavatories/Storage (operating budget)
- Implemented a high deductible insurance program to generate budget savings while still providing a meaningful benefit for employees and incentivizing employees to make healthier decisions.
- Funded the HSA available to employees at a level that allowed many to reduce out of pocket expenses due to the lower overall premium that resulted from the high deductible plan.

### **Previous Experience**

#### **Director of Human Resources from July 2003 - January 2007**

#### **School District of Greenfield, Wisconsin**

#### **Responsible for all aspects of Human Resources management.**

- Developed Employee Handbooks to reflect the changes required and allowed under Act 10 and Act 32.
- Established an intensive Teacher Professional Development Program involving three District-developed courses as part of their orientation to the District in addition to other relevant courses for veteran teachers.
- Established the use of teacher surveys and self-reflection as part of the principal evaluation process.
- Held numerous question and answer sessions staff to facilitate open communication and provide information directly to employees on a wide variety of topics including handbooks, new contracts, Act 10 impacts, budget reductions, staffing changes, district expectations, benefits changes, HRA/HSAs and many others.

- Mentored, supported and evaluated building administrators to ensure an emphasis on treating all individuals with dignity and respect in every circumstance.
- Oversaw all hiring practices including the use of the electronic application process via Wisconsin Education Career Access Network (WECAN) for all vacancies.
- Developed policies, forms and consistent procedures to ensure District compliance with the requirements of the FMLA, FLSA, ADA & PI34.

### **Previous Experience**

#### **Director of Technology & Assessment from July 2000 – June 2003**

##### **School District of West Allis-West Milwaukee, et al.**

- Managed all aspects of District Technology, Assessment & Library/Media Services.
- Identified millions of dollars in savings from installing district-owned gigabit fiber which contributed to the passage of a \$12 million dollar referendum in April of 2003.
- Prepared and monitored Technology, Assessment & Library/Media Budgets.
- Coordinated administration of State Knowledge & Concepts Examinations and other standardized tests across 18 school sites.
- Prepared annual item-analysis reports of student responses on the WKCEs to assist staff members in school improvement planning.
- Combined Instructional Technology Department and Management Information Systems Department into a unified District Technology Department.
- Prepared & presented annual updates relating to student WKCE performance, including school-by-school comparisons with all Milwaukee County public schools.
- Identified potential savings of \$50,000 per computer lab over the course of initial set-up and two upgrades by utilizing a thin-client, server-based model.
- Established a District Technology Support Help Desk.
- Co-Wrote Alternative Education Grant worth \$75,000.

### **Principal Experience**

#### **Principal from July 1996 – June 2000**

##### **Assistant Principal from July 1992 – June 1996**

##### **Frank Lloyd Wright Middle School**

##### **School District of West Allis-West Milwaukee, et al.**

- Provided instructional leadership resulting in the highest percentage of proficient students in all subject areas among WA-WM secondary schools from 1998 - 2001.
- Recruited, selected and developed staff.
- Supervised and evaluated teacher instruction.
- Restructured school program to meet budget cuts and improve learning opportunities.
- Designed and implemented Alternative Middle School Programs both on & off site.
- Implemented & managed “Honor Level” Student Behavior Management System.
- Implemented proactive discipline policies and procedures
- Reduced out-of-school suspensions by 60%.
- Reduced in-school suspensions by 72%.
- Reduced teacher discipline referrals to administrators by 80%.
- Acquired \$20,000 Goals 2000 Grant.

- Acquired \$25,000 Charter School Planning Grant.
- Acquired \$225,000 Comprehensive School Reform Grant.
- Coordinated implementation of the “Co-nect” Comprehensive School Reform Model
- Redesigned school schedule & registration procedures to be more parent-friendly.
- Directed busing for resident and non-resident students.
- Managed school calendar, field trips, & supervision schedules.
- Directed athletic activities.
- Trained staff in Collaborative Problem Solving Model.
- Consulted with over 50 schools districts, universities, hospitals, individuals and other institutions from 15 states and Canada regarding proactive strategies for managing student behavior and improving school performance.

### **Teaching Experience**

#### **Middle School Teacher from August 1988 – June 1992**

##### **Horace Mann Middle School**

##### **School District of West Allis-West Milwaukee**

- Provided quality learning opportunities in all subject areas to a diverse student clientele.
- Promoted a caring and respectful classroom environment resulting in outstanding student conduct and student achievement. Integrated Apple II GS computers into classroom activities.
- Served as Teacher-in-Charge in absence of building principal.

### **Professional Presentations**

- Presented to the State Economic Development Committee on behalf of proposed legislation to expand alternative pathways to teacher certification – Madison, WI
- January 11, 2016
- Spoke on behalf of alternative pathways to educator licensure as part of a hearing before a state legislative committee – Madison, WI December 17, 2015
- “Give Them What They Need: Personalized Professional Learning FLEX PD” at SLATE Convention – Wisconsin Dells, WI December 9, 2015
- Guest Speaker on “Education Matters” radio show hosted by Dwayne Olsen on WGTD-HD 91.1 FM, Wisconsin Public Radio Network, Gateway Technical College - Kenosha, WI December 3, 2011
- “Wisconsin School Funding: The Greenfield Story” American Association of University Women - Racine, WI October 4, 2011
- “Wisconsin School Funding: The Greenfield Story” Racine Area Retired Educators Association - Racine, WI June 8, 2011
- “Public Education – Roadblocks, Detours and Opening the Road” Retired Educators Association - Racine, WI October 28, 2010
- “Be A Teacher” Panel at Alverno College - Milwaukee, WI October 13, 2010
- “Rethinking Ways to Fund Local Government: Exploring Property Tax Exemptions” Panel Participant at the Institute For Wisconsin's Future Conference - Madison, WI
- February 19, 2010
- “Preparing for the Job Search” Marquette University - Milwaukee, WI 2007 - 2011

- Numerous Greenfield High School Construction Project Referendum Presentations -
- May 2006 through February of 2008
- “Reaching Today’s Students: Building the Community Circle of Caring” CESA #1
- Staff & Organizational Development Center - West Allis, WI February 18, 1998
- “Building the Community Circle of Caring – Proactive Alternatives to Suspensions”
- Regional Integrated Services Conference, *Collaboration Among Schools, Families and Service Providers* - Waupaca, WI January 29, 1998
- “Reaching Today’s Students: Building the Community Circle of Caring” South Milwaukee Middle School - South Milwaukee, WI September 29, 1997
- “Consensus Building” Franklin Elementary School - Franklin, WI September 19, 1997
- “Reclaiming Youth through the Circle of Courage” Suburban School Social Workers Inservice - CESA #1, West Allis, WI November 15, 1996
- “Strategies for Reaching Disruptive and Angry Students: Creating Caring Communities” NES Conference - Madison, WI October 10, 1996
- “The Middle School as a Community of Learners” Milwaukee Archdiocese Metanoia ’96 - Milwaukee, WI October 3, 1996
- “Strategies for Reaching Disruptive and Angry Students: Creating Caring Communities” National Education Service Conference - Dublin, Ohio April 22, 1996
- “Building Community in the Middle School: Meeting the Needs of Students Through Reorganization & Proactive Interventions” - CESA #1, West Allis, WI March 6, 1995

### **Published Articles**

- “In a new era, new rules needed” in *Milwaukee Journal Sentinel*, May 22, 2011, p. 1J
- “New school, old funding problems” in *Milwaukee Journal Sentinel*, December 20, 2009
- “Antidote for Zero Tolerance: Revisiting a Reclaiming School” in *Reclaiming Children and Youth*; v11 n1 Spring 2002, pp. 19-22
- “Mending the Broken Circle: Reclaim At-Risk Youth by Meeting Their Basic Needs” in *Learning*, August 1996, pp. 27-29
- “Proactive Alternatives to School Suspension” in *Reclaiming Children and Youth*, Spring 1996, pp. 47-51
- “Schools placed in quandary over today’s ‘Little Criminals’” in *The Milwaukee Journal*, April 10, 1994, p. J6
- “Schools need to change with society” in *West Allis Enterprise*, February, 1994, p. 4

### **Education**

Coursework to Renew Licensure; UW-Milwaukee 2014

Coursework to Renew Licensure; Marquette University 2009-10

Urban Education Doctoral Program - ABD; UW-Milwaukee 1991-97; 1999-2005

Master's Degree in Administrative Leadership; UW-Milwaukee 1989-90

Bachelor's Degree in Elementary Education; UW-La Crosse 1984-88

United States Naval Academy; Annapolis, Maryland July 1983 - January 1984

**Certifications** Wisconsin Department of Public Instruction Licenses  
5003 Superintendent  
5010 Supervisor/Coordinator/Director of Instruction (K-12)  
5051 Principal (Pre-K through 12)  
1088 Elementary Teacher (Grades 1-8)

**Professional Affiliations**

School Administrators Alliance Legislative Committee  
School Administrators Alliance Policy R&D Team  
Southeastern Wisconsin School Alliance (SWSA)  
Wisconsin Association of Personnel Administrators (WASPA)  
Chamber of Commerce Board of Directors  
Education Foundation Board of Directors  
Wisconsin Alliance for Excellent Schools (WAES)  
Institute for Wisconsin's Future (IWF)  
Association of Wisconsin School Administrators (AWSA)  
Wisconsin Association of School District Administrators (WASDA)

**Related Experience**

Teachers' Association Building Representative and Negotiation Team  
Teachers' Association Executive Board  
High School Coach for Football, Basketball, Baseball & Softball  
Marquette University Community Advisory Committee  
Chaired District Technology Committee  
Chaired Numerous Grant Writing Committees  
Chaired Action Committee for District Strategic Plan