

Consultant Profile

Dr. Joe Schroeder



Since 2012, Joe Schroeder has served as the Associate Executive Director of the Association of Wisconsin School Administrators (AWSA) which is headquartered in Madison. In this role, Joe facilitates professional learning for education leaders at all levels across Wisconsin. Before this, Dr. Schroeder served five years as Superintendent for Muskego-Norway Schools. Prior to this, Joe was the Assistant Superintendent for Educational Services in the Elmbrook School District (Brookfield, WI), Principal of Brookfield East High School, Associate Principal and Principal of Evansville High School, and English Teacher at both Menasha and Parker (AZ) High Schools.

During his 36 years in the field, Joe has been an award-winning teacher, principal, and superintendent. For example, he was named the 2011 Wisconsin Superintendent of the Year and also received the 2010 AWSA Distinguished Service Award for Contributions to the Profession. In addition, Joe led Muskego-Norway Schools to Wisconsin Forward Award (WFA) Mastery Level recognition in 2010, only the third K-12 school district to ever be so honored in this program of organizational quality based on the Baldrige Criteria for Performance Excellence.

Dr. Schroeder has earned three degrees from the University of Wisconsin-Madison: BS Secondary Education-English (1988), MS Educational Administration (1995), and PhD Educational Administration (2001). He also is a 2017 Learning Forward Academy graduate. Joe has facilitated Strategic Planning processes with over twenty districts across Wisconsin as an independent consultant for nearly a decade. Moreover, Dr. Schroeder has also facilitated high-profile, high-engagement community task force efforts in several Wisconsin districts such as those involving facilities space planning; district school consolidation; attendance boundary alterations; system-wide bell time shifts; and community diversity, equity, and inclusion efforts.

Joe and his wife Annie continue a multi-year home renovation of their small farmstead in Waukesha County that is filled with all sorts of critters and which provides almost endless opportunities for life-long fitness outside the gym as well as abundant ongoing humility training. Joe and Annie are celebrating 36 years of marriage and the unfolding journey of parenting (and now grandparenting) their three adult daughters and families.

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