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AWSA Recognizes Two Rivers' Jessica Selissen as Wisconsin High School Assistant Principal of the Year

MADISON, WI — The Association of Wisconsin School Administrators (AWSA) has recognized Jessica Selissen as its 2027 Wisconsin High School Assistant Principal of the Year.

Selissen, who serves as associate principal at Two Rivers High School in the Two Rivers Public School District, has demonstrated a strong commitment to building a positive school culture, strengthening student achievement, and ensuring every student has the support and opportunities needed to succeed. Throughout her four years in the role, she has helped lead initiatives that improve attendance, strengthen instructional practices, and foster meaningful connections among students and staff.

"Jessica Selissen exemplifies the dedication, innovation, and compassion that define Wisconsin's outstanding school leaders," said AWSA Executive Director Jim Lynch. "Her work at Two Rivers High School reflects a deep commitment to understanding the needs of every student and creating systems that help them thrive. Through collaboration, thoughtful leadership, and a focus on continuous improvement, she has made a meaningful difference in her school community."

At Two Rivers High School, Selissen has played a leading role in strengthening the school's approach to student attendance. She helped establish a comprehensive, seven-tiered attendance process that combines data monitoring, individualized family communication, and targeted interventions to address barriers to regular attendance.

Since the implementation of the building-level process in 2023, the school has reduced chronic absenteeism by 10 percent. Selissen also presented the school's attendance work alongside her middle school colleagues at the AWSA Associate Principal Conference.

Additionally, Selissen has prioritized building a school culture where students feel safe, connected, and supported. Through student surveys, collaborative professional development, and intentional relationship building, she helped lead efforts to ensure every student has a trusted adult at school.

"Jessica is a student advocate. She is visibly present in the hallways, at lunch, in classrooms, and at co-curricular events, engaging with students and building connections," said Superintendent Diane Johnson. "Jessica brings a wonderful sense of enthusiasm and vibrancy to her role. Whether eagerly participating in dress-up days, enjoying her favorite Oreo cookies, or sharing her sense of humor, she has a way of helping people feel comfortable and connected. She enjoys chaperoning international trips,

providing students with opportunities to explore new places, experience different cultures, and create lasting memories. Her genuine warmth, sense of adventure, and outgoing personality shine through each day."

In addition to her work in school culture and instruction, Selissen has taken on leadership responsibilities in academic and career planning, career and technical education, and college readiness. She supports opportunities for students to earn industry-recognized credentials, coordinates the UW-Green Bay Rising Phoenix program, and helps students explore postsecondary pathways.

"To know Jessi is to understand what true leadership and selflessness look like," said Two Rivers High School Principal Tim Engh. "She has an intuitive knack for making our school run smoothly, stepping up without hesitation to support everything from classroom teaching and curriculum alignment to school events and staff development. Colleagues and students constantly turn to her for advice, drawn to her dependability, humility, and uplifting spirit. She brings joy and laughter to our school every single day, proving time and again that she truly 'can do all the things.'"

Selissen holds a master's degree in education in school supervision and instructional leadership from the University of Wisconsin-River Falls and a master's degree in education in alternative education from Concordia University.

The Wisconsin Assistant Principal of the Year program recognizes assistant and associate principals whose leadership has resulted in improved student learning, instructional collaboration, and a safe and positive school environment. Nominations are accepted from teachers, parents, principals, and others across Wisconsin. Selection criteria include a commitment to personal excellence, collaborative leadership, personalization, curriculum, instruction and assessment, and serving as an established and respected community member.

A committee representing teachers, superintendents, board members, parents, and the Department of Public Instruction reviews the applications and selects an AP of the year at the middle school and high school levels. Considerable support comes from the Herb Kohl Educational Foundation.

Selissen will be formally recognized at the Wisconsin Associate Principal Convention in January. She will also receive $1,000 for use on a project of her choice at Two Rivers High School, and will represent the state of Wisconsin at the National Assistant Principal of the Year Celebration in Tampa, FL, in February 2027.

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