



# Contemporary Issues and Perspectives in Educational Leadership Conference

January 17th - 20th | Phoenix, AZ



Learn, network and further explore cutting-edge research and methods with peers and experts from across the country.



A+ Educators | 7227 North 16th Street, Suite #190  
Phoenix, AZ 85020 | 866-626-7556 | [www.4aplus.com](http://www.4aplus.com)



# Contemporary Issues and Perspectives in Educational Leadership Conference

We are excited to be your hosts for The Contemporary Issues and Perspectives in Educational Leadership Conference! This four-day symposium has been specially designed to provoke reflection and discussion about some of the most timely issues in the Education field, including the Common Core State Standards, technology, advocacy, communication, equity, leadership and educating the whole child.

At the conference, you'll hear from experts who are on the cutting-edge of education research and development. All keynote speakers have been selected based on their extensive knowledge, experience, trailblazing ideas and dedication to student success. Attendees will learn about powerful tools available to help reach school and district goals as well as hear about proven solutions for some of today's greatest challenges in Educational Leadership.

We look forward to seeing you in January and sharing an inspiring and empowering learning experience with you!

Karen Young  
President  
A+ Educators

TUESDAY, JANUARY 17<sup>TH</sup>

Keynote Presentation | 8:00 - 9:45 am

**Empowered Teaching and Fearless Learning - Alan November**

The transition from paper to digital devices and content can lead to more empowered teaching and fearless learning. In this engaging session, clear examples of how this new culture has led to increased student achievement in core standards will be presented.

Keynote Presentation | 10:00 - 11:30 am

**Literacy Learning in the Information Age - Anne Ruggles Gere**

Today's students are "Digital Natives" whose literacy practices regularly include texting, getting information from the internet, participating in social networks, and reading on iPads among other activities. Participants in this session will consider the implications of the digital revolution on teaching and learning and explore how to prepare students to read and write effectively in the information age.

Breakout Sessions | 12:45 - 2:15 pm

**Replace the Bell-Curve with the J-Curve - Lee Jenkins**

Since educators are accountable for students' long-term memory, but students historically have been tested on their short-term memory by taking chapter tests, education has a big issue. What is needed is almost weekly evidence of long-term learning. We'll explore a process developed over the past 20 years that can give students, teachers and administrators the data they need to increase long-term knowledge retention.

**Productivity in a 2.0 World for Educational Leaders - Karen Young**

Web 2.0 tools make communication and doing everyday work faster and easier—if you know how to use and integrate them successfully. This session will focus on exploring tools and resources currently available to help building and district administrators harness available data, improve time management, strengthen professional development and more!

**The Digital Learning Farm: Cultivating Students as Contributors - Alan November**

Now is the time to restore the dignity of real student work in our schools and build environments where students are encouraged to create collaborative content that contributes to the overall learning community. Participants will learn ways to make student work meaningful, highly motivating and consequential to the world around them.

**A New Direction for Evaluation: Incorporating Digital Teacher Portfolios into the Process - Judith Frank-Gonwa**

By adding emphasis on professional growth to the evaluation process, we can provide an ongoing, embedded opportunity for teachers to improve their knowledge and instruction in ways that directly translate to enhanced student achievement. This session will discuss how digital teacher portfolios can be introduced to staff, how they support professional growth, and how they can be incorporated into existing teacher evaluation systems.

Breakout Sessions | 2:30 - 4:00 pm

**Response Able Classrooms/Schools: Being Able to Meet the Needs of Staff and Students in the 21st Century - George Kiley**

How will schools be different and what are the tools teachers and administrators will need and have to use in the ever-evolving 21st century learning environment? This session will look at where the nation is heading and explore specific tools that some schools are currently using in order to prepare and make the transition to Response Able classrooms!

**Replace the Bell-Curve with the J-Curve - Lee Jenkins**

*Session Repeated - See description above*

**Productivity in a 2.0 World for Educational Leaders - Karen Young**

*Session Repeated - See description above*

**A New Direction for Evaluation: Incorporating Digital Teacher Portfolios into the Process - Judith Frank-Gonwa**

*Session Repeated - See description above*

### Keynote Presentation | 8:00 - 9:45 am

#### **Welcome to The Great Conversation: Creating Conditions for Reform and Innovation One Community at a Time - Jamie Vollmer**

This session will explore how to effectively implement a public engagement strategy called "The Great Conversation," a coherent, comprehensive program designed to produce community understanding, trust, permission and support in order to improve local conditions for student learning and overall success.

### Keynote Presentation | 10:00 - 11:30 am

#### **No More Drama!: Getting Everyone on the Bus and Becoming a Real PLC - Anthony Muhammad**

A Professional Learning Community (PLC) has one very clear purpose: learning for all students. In this session, we'll examine the barriers to aligning adult agendas with the school agenda and discuss what leaders and teachers must do to develop the synergy necessary to guarantee learning.

### Breakout Sessions | 12:45 - 2:15 pm

#### **A Fresh Approach to Classroom Walkthroughs - Shauna Ellis**

In order to obtain a clear and effective school mission, administrators, teachers and students must all be included when assessing what goals are needed and what actions should be taken to foster improvement. In this session, participants will learn about a fresh approach to classroom walkthroughs that guides a school in creating a clear school mission using current trend data that both the principal and the teachers collect.

#### **Using the CCSS, Power Standards and Instructional Objectives to Build an Aligned Curriculum - Joe Crawford**

Beginning with the Power Standards and developing quarterly Instructional Objectives, participants will learn how to create an aligned curriculum and assessment system. We will explore how to build a set of local, aligned and scaffolded curriculum expectations that serves as the basis for local assessments, all based on and aligned to the Common Core State Standards.

#### **Saving the Bullied and the Bullies: Creating a Culture of Conciliation - John Barone**

Parents and educators are concerned about bullying and cyberbullying, and rightly so, but many are unsure of how to respond to this overwhelming problem. In this session, we will explore the issue of bullying—from identifying the problem to learning hands-on, specific ways to reduce the incidences of bullying in your school or community.

#### **Securing the Prerequisites of Progress - Jamie Vollmer**

Today's administrators and their boards need all the support they can get as they strive to meet both rising academic expectations and the ever-increasing social, psychological, and medical needs of their students. This interactive and informative session is specifically designed to give administrators knowledge of the steps and skills required to build a productive conversation between themselves and the people in their communities.

### Breakout Sessions | 2:30 - 4:00 pm

#### **Building a High-Performing PLC - Anthony Muhammad**

This session will focus on how you can bring the Three Big Ideas in a PLC to life in any school. Heavy emphasis will be placed on developing powerful assessment systems and effective academic interventions.

#### **A Fresh Approach to Classroom Walkthroughs - Shauna Ellis**

*Session Repeated - See description above*

#### **Using the CCSS, Power Standards and Instructional Objectives to Build an Aligned Curriculum - Joe Crawford**

*Session Repeated - See description above*

#### **Saving the Bullied and the Bullies: Creating a Culture of Conciliation - John Barone**

*Session Repeated - See description above*

## THURSDAY, JANUARY 19<sup>TH</sup>

Keynote Presentation | 8:00 - 9:45 am

### **Teaching Digital Natives: Partnering for Real Learning - Marc Prensky**

Understanding the differences between a Digital Native and a Digital Immigrant will help improve your instructional methods so you can successfully lead a 21st century classroom. This session will help answer questions such as "How do we move toward the future while still teaching the curriculum, preserving effective methods from the past and keeping scores up?" and "How can we get our students more engaged in learning?"

Keynote Presentation | 10:00 - 11:30 am

### **School Cultures that Care, Engage and Inspire - Rosita Lopez**

How can we convert our current learning environments into cultures that care, engage and inspire students to love to learn without fear of failing? This presentation will address reform strategies that focus on creating schools that are about children and sustaining world-class education as a prerequisite for the success of every child.

Breakout Sessions | 12:45 - 2:15 pm

### **Maximizing Student Engagement with Technology Integration - Burke Hatch**

This information-packed session will explore the latest, free, educational web resources that are currently available. Participants will learn how to engage their Digital Native students with the most cutting-edge, informative and effective Web 2.0 tools.

### **Issues in School Finance - Ron Bennett**

The economic health of the United States and each of the individual states translates directly into challenges and opportunities for public education. In this session, we'll explore timely topics related to financial management of educational agencies, including pension reform, workforce issues and maintaining service levels for students during difficult economic times.

### **Overcoming our Digital Immigrant Accents: Understanding the Implications of Emerging Digital Native Behaviors for Education, Training and Learning - Marc Prensky**

Many, if not most, of today's problems in education stem from one simple fact: our students are no longer the ones our system and teachers were designed to teach! Full of practical, useful examples for teachers and parents, this informative session will explore not only how today's students have changed, but how we as educators and parents can deal with the changes and learn from them.

Breakout Sessions | 2:30 - 4:00 pm

### **Creating a Culture of Engagement - Rosita Lopez**

Self-assessment of our attitudes, conventionalized ideas, bound potential and leadership skills are crucial for overall school improvement. This presentation will focus on the preparation of educational leaders for the challenges and opportunities that lie ahead in our diverse cultures.

### **Maximizing Student Engagement with Technology Integration - Burke Hatch**

*Session Repeated - See description above*

### **Issues in School Finance - Ron Bennett**

*Session Repeated - See description above*

## FRIDAY, JANUARY 20<sup>TH</sup>

Keynote Presentation | 8:00 - 10:30 am

### **Beyond Diversity: Ushering in "Courageous Conversation" about the Impact of Systemic Racism on Student Achievement - Glenn Singleton**

This session will explore how providing professional learning opportunities that assist educators in moving beyond ineffective, traditional diversity trainings and toward participating in "Courageous Conversations" about race can quickly lead to more meaningful and productive curriculum, instruction and assessment reform.

# Presenters

Learn from nationally recognized speakers who are experts in their fields.



Alan November



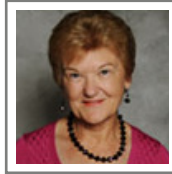
Anne Ruggles Gere



Lee Jenkins



Karen Young



Judith Frank-Gonwa



George Kiley



Jamie Vollmer



Anthony Muhammad



Shauna Ellis



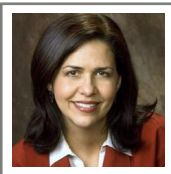
Joe Crawford



John Barone



Marc Prensky



Rosita Lopez



Burke Hatch



Ron Bennett



Glenn Singleton

## Conference Registration

Fee: \$595/person

**Registration fees include:** Conference book containing handouts and materials, four breakfasts and one lunch

### How to Register

For your convenience, A+ Educators offers three easy ways to register for the conference:

- Sign up online at [www.aplusworkshops.com](http://www.aplusworkshops.com) and click on the National Conferences tab.
- Call A+ Educators at 866.626.7556, M-F, 7:00 am - 5:00 pm EST.
- Download a registration form at [www.4apluseducators.com/cipel-form.pdf](http://www.4apluseducators.com/cipel-form.pdf) and email the completed form to [cipel@4aplus.com](mailto:cipel@4aplus.com) or fax to 888-756-7628, attention CIPEL Registration.

### Discounts

#### Early Bird Registration:

\$545/person

Must register by December 31<sup>st</sup>, 2011

#### Group Special:

Registration fees are waived for the 5<sup>th</sup> person if attending with a group of 5 or more.

Please note: This event may sell out! Please confirm your registration before making travel arrangements. Payment must be made in U.S. Funds by credit card, check or Purchase Order.

## Lodging

### Pointe Hilton Squaw Peak

7677 North 16th Street  
Phoenix, Arizona 85020

The Pointe Hilton Squaw Peak Resort is an all-suite, luxury accommodation located in gorgeous Phoenix, Arizona. With mountain vistas and Spanish-Mediterranean architectural details, this relaxing destination offers acres of pristine pools, elegant guestrooms, spa services and championship golf. Enjoy a quiet mountainside location minutes away from downtown dining, shows, shopping and more!



### Room Reservations

Please make your room reservation directly with the Pointe Hilton Squaw Peak by calling 1.800.876.4683 or visit [www.4apluseducators.com](http://www.4apluseducators.com) and follow the links provided on the conference detail page. When making your reservation, mention that you are attending the A+ Educators Contemporary Issues and Perspectives in Leadership Education Conference to qualify for the special group rate. **All reservations must be made by December 20th to guarantee this rate.**

### Room Rates

Single Standard Rate: \$129  
Double Standard Rate: \$129



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**Perspectives in**  
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*Sign up by* **December 31<sup>st</sup>, 2011**

**SAVE \$50**  
off your registration price

Register Today! Call 1.866.626.7556 or  
visit [www.aplusworkshops.com](http://www.aplusworkshops.com)