




29th annual
EFFECTIVE SCHOOLS
conference



Helping create
successful educational
environments
where all children can
reach their
academic potential

Preconference
March 6th, 2012

Main Conference
March 7th - 10th, 2012



7227 North 16th Street, Suite 190
Phoenix, AZ. 85020
866-626-7556 | www.4aplus.com

29th annual EFFECTIVE SCHOOLS conference

We are excited to be your hosts for the 29th Annual Effective Schools Conference! Founded upon years of tradition, groundbreaking educational studies and research that has stood the test of time, the Effective Schools model has become the gold standard for schools seeking to advance student success and overall achievement.

At the conference, you'll hear from leading experts in the field who have first-hand experience implementing the Effective Schools approach for continuous school improvement. Keynote and breakout speakers have been carefully selected based on their extensive knowledge and dedication to creating successful learning environments where all children can reach their academic potential.

We look forward to seeing you in March and sharing an informative and empowering learning experience with you.

Karen Young
President
A+ Educators



Keynote Presentation | 8:00 - 11:30 am

Transitioning to the Common Core State Standards through Total Instructional Alignment - Lisa Carter

In this engaging keynote presentation, participants will learn how to simplify the procedure of transitioning to the Common Core State Standards by creating a framework for transition through the proven process of Total Instructional Alignment.

Breakout Session | 12:30 - 4:00 pm

Transitioning to the Common Core State Standards through Total Instructional Alignment (Cont.) - Lisa Carter

In this additional Total Instructional Alignment session, participants will learn more about specific alignment tools and processes used by quality teachers, as well as the role each tool plays in a totally aligned instructional program.

MAIN CONFERENCE WEDNESDAY, MARCH 7TH

Keynote Presentation | 8:00 - 9:45 am

Essential Elements of an Effective Learning System - Lawrence Lezotte

In this enlightening session, participants will learn the essential elements of the Effective Schools process, a highly effective, continuous improvement process that positively impacts the success of all students.

Keynote Presentation | 10:00 - 11:30 am

All Systems Go: How to Improve Entire Districts and Larger Systems - Michael Fullan

This session will focus on how to improve entire systems—both at the district and state level. Participants will explore key factors associated with success and failure and learn about proven policies and strategies which are currently being implemented.

Breakout Sessions | 12:45 - 2:15 pm

Motion Leadership in Action: How to Get Positive Movement - Michael Fullan

In this energizing and informational session, participants will identify and explore the key leadership qualities related to Motion Leadership, "leadership that causes positive movement." Discussion will focus on how participants can become motion leaders in their own settings.

WHY: Frequent Monitoring of Student Progress - Lee Jenkins

Frequent monitoring can cut back significantly on the time spent at the beginning of each year in review of last year. In this session, participants will learn the key components of frequent monitoring and how understanding the "Why" can help improve overall student performance.

Developing Collaborative Groups by Design - May Carol Lieblong

The research is clear: when staff members collaborate, they share their expertise and work for a common purpose, and this makes an incredible difference in student learning. This interactive session will provide participants with a variety of strategies necessary to begin developing collaborative groups within their own learning environments.

Using Interactive Media to Enhance Student Achievement - Karen Young

One out of seven classrooms in the world will feature an interactive whiteboard this year. In this session, we'll explore how to provide expanded opportunities to learn, increase time on-task and make time the variable using technology tools.

Breakout Sessions | 2:30 - 4:00 pm

What Effective Schools Do: The Enduring Correlates of Effective Schools - Lawrence Lezotte

For schools that wish to improve student achievement, the Effective Schools process has become the "gold standard" education model. This session will highlight new research that continues to affirm the Effective Schools Research and will also focus on those strategies that have been proven to help advance the "learning for all" mission.

HOW: Frequent Monitoring of Student Progress - Lee Jenkins

In this session, participants will learn about a very practical, step-by-step process for setting up frequent monitoring within a whole school or district. The responsibilities of teachers, students, principals and district staff will be clearly established and explored.

Developing Collaborative Groups by Design - May Carol Lieblong

Session Repeated - See description above

Using Interactive Media to Enhance Student Achievement - Karen Young

Session Repeated - See description above

Keynote Presentation | 8:00 - 9:45 am

Improving Grading Policies and Practices - Thomas Guskey

This presentation describes the good, the bad, and the ugly of grading and reporting policies and practices. Designing new reporting structures that better communicate and involve parents in students' learning will be highlighted, along with policies and practices that should be avoided due to their negative consequences for students, teachers and schools.

Keynote Presentation | 10:00 - 11:30 am

Worksheets Don't Grow Dendrites: 20 Instructional Strategies That Engage the Brain - Marcia Tate

If students don't learn the way we teach them, then we must teach them the way they learn. In this presentation, we'll explore 20 brain-compatible strategies that maximize understanding and memory, increase time on-task and help students retain key concepts, not only for tests, but for life!

Breakout Sessions | 12:45 - 2:15 pm

Designing Engaging and Aligned Lessons - Larry Deignan

It's imperative to create engaging lessons that sustain students' interest, successfully teach the content and are properly aligned to the curriculum. This session will focus on a lesson planning process that enhances student engagement with activities directly aligned to learner objectives.

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 mission using current trend data that both the principal and the teachers collect.

Using the Total Instructional Alignment (TIA) Process to Support the Implementation of the Common Core State Standards (CCSS) - Mary Vagner & Staff

District-wide change initiatives are complex. In this breakout presentation, participants will see how an Idaho district has utilized the research of Effective Schools in such processes as the implementation of Total Instructional Alignment (TIA), Professional Learning Communities (PLCs), Response to Intervention (RTI) and the Common Core State Standards (CCSS).

Combating Summer Learning Loss - Dave Mundy & Mark Keen

In this session, participants will explore the Westfield Washington Schools' successful, district-wide, summer online enrichment program. Cost-effective and data-driven, this program monitors essential standards in a formative way that improves student knowledge retention and enhances classroom instruction starting from the very first day of school.

Breakout Sessions | 2:30 - 4:00 pm

Worksheets Don't Grow Dendrites: 20 Instructional Strategies That Engage the Brain (Cont.) - Marcia Tate

In this session, we'll continue our exploration of 20 instructional strategies that have been proven to actively engage the brain and help ensure the success of all students.

Designing Engaging and Aligned Lessons - Larry Deignan

Session Repeated - See description above

A Fresh Approach to Classroom Walkthroughs - Shauna Ellis

Session Repeated - See description above

Combating Summer Learning Loss - Dave Mundy & Mark Keen

Session Repeated - See description above

MAIN CONFERENCE FRIDAY, MARCH 9TH

Keynote Presentation | 8:00 - 9:45 am

Formative Assessment: Education's Great Guilt-Inducer - Jim Popham

Because research shows that the formative assessment process can produce whopping gains in students' learning, teachers who fail to employ formative assessment sometimes feel guilty about not using it. They should! This presentation describes what formative assessment is, what it isn't, what it can do and what it can't.

Keynote Presentation | 10:00 - 11:30 am

Opportunity to Learn and Time On-Task in the 21st Century Classroom - Burke Hatch

Many technology resources exist that can help teachers ensure opportunity to learn and increase time on-task. This session will explore innovative approaches being used with the millennial generation and how to create an interactive learning environment that they can relate to and enjoy.

Breakout Sessions | 12:45 - 2:15 pm

Assessment Literacy as an Antidote to Educators' Professional Suicide - Jim Popham

Are the current shortcomings in American public schools due to the unsound decisions made by assessment-illiterate educators? Now, more than at any other time in the history of U.S. public schooling, being assessment literate is truly essential. In this session, participants will explore the nature of assessment literacy and discover enlightening, effective and simple ways to become assessment literate.

RTI: Pathways to Successful School-Wide Implementation - Dawn Ratke

A successful Response to Intervention model begins with high expectations for student success and embeds many of the Correlates of Effective Schools. In this session, participants will hear about a viable plan that addresses the realities of implementing the RTI model. They will also learn how to maximize resources, schedule instructional interventions and utilize data for decision making.

Breakout Sessions | 2:30 - 4:00 pm

Collaboration 2:0: Being Social in the Digital Age - Burke Hatch

This information-packed session will explore the latest, free, educational web resources. We'll look at cutting-edge Web 2.0 tools that allow teachers, students and administrators to work effectively together, and participants will leave with the knowledge and confidence to use these tools in their own schools and classrooms.

RTI: Pathways to Successful School-Wide Implementation - Dawn Ratke

Session Repeated - See description above

MAIN CONFERENCE SATURDAY, MARCH 10TH

Keynote Presentation | 8:00 - 10:30 am

What We've Learned and Where to Go from Here - Lawrence Lezotte

This final session will serve to answer any remaining questions about Effective Schools and provide a place for casual and open discussion on how Effective Schools' "learning for all" mission can be achieved in your school or district.





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



Lisa Carter



Lawrence Lezotte



Michael Fullan



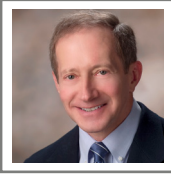
Lee Jenkins



May Carol Lieblong



Karen Young



Thomas Guskey



Marcia Tate



Larry Deignan



Shauna Ellis



Mary Vagner



Dave Mundy



Mark Keen



Jim Popham



Burke Hatch



Dawn Ratke

CONFERENCE PRICING

Conference Registration

Preconference Fee: \$125/person

Main Conference 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 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/effective-schools-form.pdf and email the completed form to register@4aplus.com or fax to 888-756-7628, attention Effective Schools Registration.

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.

Discounts

Early Bird Registration:

Main Conference: \$545/person

Must register by December 31st, 2011

Group Special:

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

LODGING

Scottsdale Plaza Resort

7200 North Scottsdale Road
Scottsdale, AZ 85253

Nestled in the shadow of iconic Camelback Mountain, the Scottsdale Plaza Resort is the premier choice among Phoenix resort accommodations. With luxury amenities, this 40-acre desert oasis features lush palms, beautiful golf greens, elegant guestrooms and award-winning dining. Enjoy stunning red desert views, Southwest-style hospitality and convenient access to all the Phoenix/Scottsdale metropolitan area has to offer.



Room Reservations

Please make your room reservation directly with the Scottsdale Plaza Resort by calling 1-800-832-2025. When making your reservation, mention that you are attending the A+ Educators Effective Schools Conference to qualify for the special group rate.

Room Rates

Single Standard Rate: \$169

Double Standard Rate: \$169

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SIGN UP BY
DECEMBER 31st, 2011
and **SAVE \$50** off
YOUR MAIN CONFERENCE REGISTRATION



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