



PASCD Newsletter



“Educators impacting teaching and learning through leadership”

NOVEMBER 3, 2014

President’s Message



Greetings! One of the highlights of my year is the annual PASCD conference. The conference provides an opportunity for professional learning, the chance to reconnect with colleagues from across that state, and time to

reflect on best practices to impact student learning. As PASCD President, I look forward to greeting you at the 64th Annual PASCD Annual Conference, “Leading an Innovative Culture for Learning”, November 23-25, 2014 at the Hershey Lodge and Convention Center.

This year’s conference features keynote speakers—Dr. Bart Rocco, Superintendent, Elizabeth Forward School District; Bill Sterrett, author of “Short on Time: How Do I Make Time to Lead and Learn as a Principal”; Dave Burgess, author of “Teach Like a Pirate”; and Ron Cowell, President of The Education Policy and Leadership Center—and thirty small group sessions.

Monday will provide an opportunity to visit over forty vendors. The morning kicks off with presentations by conference Platinum Sponsors: American Reading Company; Blended Schools Network; Curriculum Associates; eDoctrina; National Network of Digital Schools; and OnHand Schools, Inc. We are grateful for the sponsorship of this year’s vendors.

Following the Tuesday morning keynote session by Ron Cowell, conference participants will have the opportunity to attend one of four ticketed sessions, including:

- Discovering and Developing the Leadership Potential in Your Building presented by ASCD Emerging Leaders Krista Rundell, Briana Crowley, Bekci Kelly, and Allison Rodman;
- Online Teaching and Learning presented by Blended Schools Network;
- A State and National Outlook on Education Policy and Reform with Ron Cowell; and
- SLOs: Utilizing the Performance Task Framework for Curricular and Assessment Alignment presented by Laurie Heinricher, Curriculum Director, Hampton Township School District.

It is not too late to register for this year’s conference! Conference registration is available on the PASCD website, www.pascd.org. I look forward to seeing you in Hershey!

Dr. Lorí J. Stollar

PASCD President

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South Central Region Update

By Kendra Trail, Ed.D.

With the release of the School Performance Profile scores, school personnel, stakeholders and community members are eager to analyze the results and compare them with other schools. Test data are important as they provide a “thermometer” to inform district personnel as to how their students are performing toward the standards. While the SPP shares important data, there is other valuable information that provides a broader picture of what is happening in schools. Therefore, in order to clearly convey the broader picture, school personnel should communicate that information to the community so that they are well informed as to what is happening in the local school district.

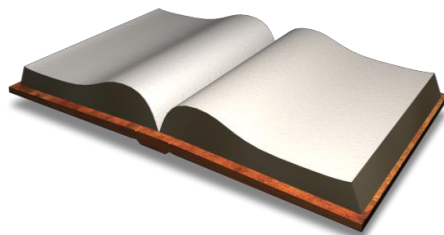
Here are some ideas that could be included when communicating with stakeholders and community members.

- Excellence in education – awards and grants that the district has received
- Innovative Programs
- Number of national merit scholars over a 3 year period
- Number of students who have participated in district, regional and state choral, band, jazz, and orchestra festivals over a 3 year period
- Theater performances over the past 3 years with the titles and the number of students participating each year
- The number of students enrolled in dual enrollment classes and the names of those courses that are offered by the university
- SAT average scores in critical reading, math and writing compared to state and national averages
- Statistics of the last graduating class in terms of the colleges they are attending, percentage

going to 2 year schools, military, work force, other.

- Include total enrollment for each school, number of professional staff, support staff, administrative staff
- Year of experience of the faculty; % that have a master’s degree and beyond.
- Listing of board members; administrative staff; mission and vision statements

The South Central Region held its fall event on Thursday, October 30 from 4-6:00 PM in Duncansville, PA. The event was titled, “Public Relations – Getting the Word Out”. We shared an example with the participants, which was developed by Linda Russo from TIU¹¹ regarding the “broader picture” for community members and stakeholders. Also, Mr. Bob Shinskie, Senior Vice-President of Performance Learning Systems presented information about the School Performance Profile.



The NEW PASCD Evaluation Academy

by Robert Williams

PASCD has a new Act 45 PIL approved academy. Participants can earn 40 PIL credits by participating in this academy. Many administrators struggle with dealing with the marginal and unsatisfactory teacher. This academy not only offers a practical and definitive approach to teacher evaluation, but gives participants tools to use to effectively collect evidence and document the process when evaluating a marginal or unsatisfactory teacher. The program topics of the three day academy include, but are not limited to, application of the research used in the Danielson *Framework for Teaching*,

differentiated artifacts to substantiate multiple measures for evaluating teacher performance, introduction to model district policy, and data-based procedures for teacher evaluation. In addition, conducting conferences with marginal and failing teachers, developing an air-tight remedial plan that will allow for dismissal, understanding of PA Act 82 of Title 22, and an understanding of the dismissal process from documentation of inappropriate actions through and including due process will be covered.

The evaluation academy is designed for administrators and supervisors who are responsible for the evaluation of teachers using the PDE Measuring Teacher Effectiveness Model. Most teachers are dismissed for reasons other than poor teaching performance due to the fact that administrators do not understand the process of dismissal and how to develop undisputable documentation when dealing with teacher incompetence. Participation in the academy will equip those who evaluate teachers with the knowledge of classroom data collection processes, use the data to inform evaluation, and then using evaluation to either hopefully improve the professional practice of the teacher or move in the direction of dismissal.

The academy may be scheduled for educational organizations including an individual school district, group of school districts, or an intermediate unit. In order for a cohort to be scheduled, there must be a minimum of 20 participants. For more information, please send a request to Robert Williams a rwilliam3@verizon.net.



64th PASCD Annual Conference Update

By: Bryan O’Black, Ed.D
PASCD Conference Chair

We are only weeks away from the 2014 PASCD Annual Conference powered by Blended Schools Network from

November 23-25, 2014 at the Hershey Lodge & Convention Center. The Annual Conference Committee is very excited to offer you a program that is both informative and thought provoking. Our annual conference theme, "Leading an Innovative Culture for Learning" could not be more relevant as school administrators, teachers and students are looking for new and creative approaches to the teaching and learning process.

I would like to thank our 2014 Platinum Conference Sponsors: *American Reading Corporation, Blended Schools Network, National Network of Digital Schools, eDoctrinia, OnHand Schools Inc. and Curriculum Associates*. I encourage you to visit these conference sponsors and all of our vendors throughout your conference experience.

This year's conference will include four national renowned keynote speakers that include, award winning Superintendent, Dr. Bart Rocco, acclaimed author David Burgess, ASCD author Bill Sterrett and Educational Policy and Leadership President Ron Cowell. Each of these keynote speakers along with our 30 small group sessions, exhibition hall, and various pre-conference sessions / academies on Saturday and Sunday make this a must attend event! Our small group sessions strands this year are focused in six relevant areas that include: (1) Curriculum, Instruction and Supervision, (2) Innovation, (3) Middle Level Learning, (4) Blended Learning, (5) Personalized and Individualized Learning and (6) Online Learning.

I encourage all of you to visit www.pascd.org to view our detailed conference schedule, online / paper registration portal, keynote speaker biographies, and much more! I look forward to seeing you all in Hershey, PA this November as we all work together in "Leading an Innovative Culture for Learning".

See you in Chocolate Town USA!

PASCD Member Spotlight

by Barbara Davis



Every one of us remembers beginning our career as an administrator. Some of us began as department supervisors or team leaders. Others jump right in head-first into being a principal. In the first year of being in these positions, many of us feel as if we are in a "sink or swim" situation. Often, there is little support for a new administrator or teacher leader to navigate through the learning curve required for curriculum and supervision.

When I began working as a Director of Curriculum, I inherited outdated curriculum and an antiquated supervision process that provided little feedback to teachers on their performance. I had a general idea of what needed to be done in the area of curriculum, after all, I successfully made it through the interviews and was the chosen candidate for the job. I still had some logistical questions and wanted to learn more about how other districts are being successful in this area.

One day, I received an email from PASCD advertising their Curriculum Leadership Academy. I attended this training at Capital IU and learned from an expert, the late Dr. Mary Ravita. The Academy provided me with the opportunity to hear about the research in curriculum design. I also had the pleasure of networking with other curriculum leaders, all with different levels of experience. Dr. Ravita taught us about the curriculum design process. She spent a lot of time showing us how to lead our staff through the process and how to build capacity to make the curriculum a living, breathing document. I was impressed with the practical advice that was provided along with the opportunity to connect with other leaders from across the state.

The lessons I learned from PASCD's Curriculum Leadership Academy allowed me to develop a Curriculum Task Force and Cycle within my district. I began to utilize the Department Coordinators as content area experts and empower them to lead their departments through curriculum development. This year, I finished our first complete curriculum cycle and had the opportunity to meet again with the department that participated the first year. Now that they are going through the Task Force for a second time, they are finding it to be a much easier process and can focus on improving their curriculum based on data.

After the Curriculum Leadership Academy, I was encouraged to become a member of PASCD. In the years following the training, I have continued to be a member of this organization and have valued all of the support that I have had from its members. I have enjoyed many additional benefits from PASCD including the annual conference, regional events, PEL journal, and continued networking. If I have a question related to educational leadership, a fellow PASCD member is always just a phone call away to help. The experiences and accomplishments that are realized by PASCD members have helped to support me as I continue to grow and learn as an educational leader.

Whether you are just beginning to take on a leadership role as a teacher or have been an administrator for years, PASCD and its members are there to support you. Join PASCD today!

