**10 Compelling Reasons to Be in Seattle March 22-24**

Why should you attend the Best Practices for Better Schools National Conference and Expo?

1. **Issues that matter most**—accountability and assessment; Common Core State Standards, evaluation of classroom instruction; leading for change; PLCs; school culture; and technology for leadership.
2. **Inspiring, knowledgeable, high-profile speakers**—Opening Keynoter Diane Ravitch is the most vocal, passionate public school advocate you’ll find.
3. **An afternoon with Richard and Rebecca DuFour** in a joint plenary session on PLCs followed by focused breakouts for elementary and middle-level schools.
4. **Additional plenary sessions with names you know and trust:** Douglas Reeves, Andrew Hargreaves, Eric Jensen, and Yong Zhao.
5. **Nine two-hour workshops and 95 concurrent sessions** for hands-on, more detailed learning.
6. **2,000 of your colleagues from around the nation** and across the borders, eager to learn and network together.
7. **The latest in technology** for school management and instruction, including the ASSISTments Technology Learning Center (open all three days).
8. **Exclusive time to tour a lively Expo Hall** that features the latest innovations and services for schools—including health and wellness and green schools pavilions.
9. **Continued learning after the conference** for all full-conference registrations—online recordings of key sessions, including handouts and presentation slides.
10. **An exciting location**—Seattle is scenic and culturally alive, offers great food, and is the nation’s hub for coffee lovers.

Register today at [www.naesp.org/2012](http://www.naesp.org/2012). It will be the best decision you make all year!naesp-blue-gray170.png

## **Be Ready to Vote**

This spring, eligible NAESP members will elect a new president-elect as well as directors for Zones 5, 7, and 9. NAESP has simplified the election process—It takes less than five minutes, and it’s confidential, protecting the integrity of the voting system. All you have to do is log in to access the ballot.

 Members will be notified when voting opens, and electronic ballots—for which you will need to log in to access—will be available on the NAESP website. If you have never logged in to <http://www.naesp.org/> (or if it has been a while), take a moment to do it now—and ensure that you are able to vote for your candidates as soon as you are notified in late March.

 Here’s how:

 Go to [www.naesp.org/user/login](http://www.naesp.org/user/login).

* Type your “Username”—the email address NAESP has on file with your membership.
* Type your “Password”—your last name is your password the first time you log in. If you have changed your password and can’t remember it, click on the “Request new password” tab and follow the instructions.naesp-blue-gray170.png

## **Take Three Minutes for Principal Magazine**

**Principal magazine seeks your input on your interests and your school purchasing needs. By taking a few minutes to complete our [brief survey](http://www.surveymonkey.com/s/2012PrincipalMagazine), you will not only help NAESP meet your needs, but you will also become eligible to receive a $50 American Express gift card.  
  
Thanks in advance for your participation!

\*Every 500th person to complete the survey will receive a $50 gift card. naesp-blue-gray170.png

## **Proposed Resolutions Available for Review; Input Sought**

The NAESP Resolutions Committee has proposed changes to [19 resolutions](http://www.naesp.org/sites/default/files/PropRes2012forWeb.pdf) of the NAESP Platform that will be considered at the 2012 National Conference and Exposition, March 22-24 in Seattle. Please review the work of this dedicated group of principal leaders and provide your comments and suggestions by sending an e-mail to [erohlffs@naesp.org](mailto:erohlffs@naesp.org) by March 1.

The NAESP [Platform](http://www.naesp.org/naesp-platform), the statement of beliefs for NAESP and its members, summarizes how elementary and middle-level principals think K-8 education should work. By providing your feedback about proposed changes to the belief statements, you will be aiding NAESP’s advocacy staff as they try to influence members of Congress and the U.S. Department of Education based on the Platform.

Your representatives on the [NAESP Resolutions Committee](https://www.naesp.org/sites/default/files/ResCmte11-12web.pdf) work every November to update the statements to accurately reflect the realities of your profession. Member feedback is critical to the resolution process, so we ask that you review the statements and offer your comments and suggestions.

During the Association’s Annual Conference this March, the committee will determine which changes to make—based on member feedback—and present them to the Delegate Assembly for approval. Your careful review of the Resolutions Committee’s efforts on behalf of NAESP and the principalship is encouraged and appreciated. naesp-blue-gray170.png

## **Federal Update: NAESP’s Advocacy in Action**

By Kelly Pollitt, NAESP Director of Advocacy, Policy, and Special Projects

NAESP’s 2012 Advocacy Campaign kicked into high gear at the annual Federal Relations Conference (FRC) February 6-8. The advocacy summit drew over 70 NAESP state leaders and federal relations coordinators to Washington, D.C. to advance the principal’s voice on Capitol Hill. After a day of briefings on federal legislation and panel discussions to discuss federal legislative activities, NAESP members took to the Hill to have more than 200 meetings with federal lawmakers. NAESP members spent time with their members of Congress pushing for changes to the Elementary and Secondary Education Act (ESEA), and providing direct feedback to House and Senate leaders on legislation that has been put forward in the education committees. FRC attendees specifically asked for policies that:

* **Protect the unique and critical role of principals.** NAESP believes the reauthorization of ESEA and implementation of new state and local strategies provide an opportunity to ensure that educational policies recognize the critical role principals play in improving results for all children and that such policies support what we have learned about improving student achievement and turning around low-performing schools. NAESP will continue to advocate for common sense reforms to misguided federal policies that may have adversely impacted principals.
* **Promote the principals’ vision for education reform.** NAESP believes there must be a new vision for education that positions decision-making and fair, accurate accountability back at the school building level to ensure better results for all children. Research has proved that principals are second only to teachers among school-related factors contributing to student learning. Principals have a strong effect on student achievement because they ultimately create the conditions and cultures that encourage effective teaching and learning environments and shape initiatives that continually improve schools. Thus, federal policies and reforms must better recognize school-based authority, grant principals autonomy, and better support effective instructional leadership.
* **Preserve the principalship through high-quality professional learning opportunities.** Unfortunately, education policies and practices fail to prioritize principal professional development. For example, only 3 percent of Title II funds under ESEA are specifically used for principals. While a small amount of professional development funds are targeted toward principals at the federal, state, and local levels, more must be done to ensure that principals receive job embedded, ongoing access to the high-quality professional learning they need to drive student achievement and school success. Specifically, NAESP believes that elementary school principals should receive opportunities for professional development in early childhood education, quality mentoring of new school principals, and ongoing professional development for experienced principals.

Lawmakers from both parties were highly supportive of the legislative recommendations, and many agreed to support the principals’ recommendations in the ESEA reauthorization legislation.  However, election-year politics will continue to mire down any final reauthorization of ESEA. Despite the gridlock in Congress, NAESP will take the opportunity to continue to push the advocacy agenda so that when the discussion about ESEA reauthorization can move beyond partisan politics, the principals’ voice will be heard and heeded.  naesp-blue-gray170.png

**Follow Us on Social Media Sites**

If you are among the 54 percent of principals who belong to at least one social network, you may have learned about the recent Digital Learning Day by following NAESP’s Twitter feed or you may have hit the like button on Facebook when you read that your colleagues were visiting your representatives on Capitol Hill during the NAESP Federal Relations Conference.

If you aren’t among the close to 5,000 educators following NAESP on Twitter or the more than 2,000 who like us on Facebook, you might be missing out on instant access to the biggest stories of the day from a principal’s perspective.

[Click here](http://www.naesp.org/groups-and-social-media) to join the conversation through NAESP’s social media outlets on Twitter, Facebook, and LinkedIn. naesp-blue-gray170.png

## **NAESP Career Center Expands Offerings**

The power of the principal job search just got stronger. NAESP has revitalized its [Career Center](http://naesp.org/career-center-1), supported by a new partner, Job Target—a powerhouse in providing customized job bank services to associations and professionals like you. The NAESP Career Center will continue to be the only dedicated national job bank for principals in public and private elementary and middle schools. It will look and operate much the same as in the past, but this shift brings with it more services to help you in your search.

* The power of a wider network … and more jobs!
* The option to set up multiple personalized job alerts
* Storage for multiple anonymous résumés and cover letters
* Your choice to upgrade to a priority résumé listing for greater visibility
* The ability to apply online directly via the Career Center
* Optional linkage with social media, including your LinkedIn profile
* Career coaching available by email for free or by phone on a fee basis
* Résumé services and career assessment test services (fee based)

If you’re considering a job change, start now by visiting the Career Center to:

* See the latest position postings from schools across the nation;
* Establish your own job alert; and
* Post your résumé anonymously so employers can find **you**.

If you have any questions, feel free to get in touch with Job Target’s Customer Service at 1-888-575-WORK (9675) or **custserv@jobtarget.com**.naesp-blue-gray170.png

**Get the Latest on Student Assessment and Classroom Evaluation at PD 360**

Through a special partnership with the online learning resource PD 360, members get free access to video-based materials and related resources that are appropriate for both individual learning and staff training. This month’s online professional development topic for NAESP members is student assessment, and the feature topic for March is evaluation of classroom instruction.

NAESP’s special partnership with PD 360 allows our members to get a new sampling each month of some of more than 2,000 high quality segments on topics for educators.  NAESP’s member access, unlike a full PD 360 membership, is focused on a limited set of specific subjects.

As an NAESP member, you gain access with your regular NAESP login, but please do not share your login with others, as it is restricted for use only by NAESP members. Visit the [PD 360](http://www.naesp.org/pd360) page now on the NAESP website, make sure you’re logged in, and then click on the red LEARN NOW button to get started! naesp-blue-gray170.png

**Learn About Free Assessment Tool at Conference**

You have heard about the free, web-based ASSISTments assessment tool. Now you’ll have a chance to try it out by attending a mini workshop being offered several times during the [NAESP 2012 Annual Conference: Best Practices for Better Schools](http://naesp.org/2012)TM March 22-24, 2012, in Seattle.

Bring your iPad, smart phone, or other handheld device to Room 303 of the convention center and immerse yourself in ASSISTments, playing the role of both student and teacher to gain the full experience. The web-based assessment tool supports all subjects, with a robust repository of content that teachers can use to:

* Write or select specific questions to support classroom instruction;
* Connect data to instruction and student achievement;
* Give students immediate feedback;
* Get instant reports to help inform instruction and delivery; and
* Assign targeted work to each student directly.

Plus, it enables principals to:

* Provide ongoing instructional support for teachers;
* Create common assessments across an entire grade level or school;
* Use data-based formative assessments to track student learning; and
* Build benchmarks aligned to common core standards.

ASSISTments was developed by teachers, faculty, and students at Worcester Polytechnic Institute and Carnegie Mellon University, with funding from the National Science Foundation, the U.S. Department of Education, and the Bill and Melinda Gates Foundation. NAESP is a partner in a national initiative in support of the online platform’s implementation.

The ASSISTments developers are also presenting a session on Thursday, March 22.naesp-blue-gray170.png

## **Mentor Program Training Schedule for 2012-13 Released**

NAESP research suggests that insufficient attention has been directed toward providing new and early career principals with ongoing leadership development support to increase capacity and skills. The [NAESP National Mentor Program](http://www.naesp.org/mentor) trains and engages effective, experienced principals to provide the quality coaching that supports growth in leadership standards and competencies. Six trainings have been scheduled for 2012-2013.

New principals must balance management responsibilities and instructional leadership roles that require a set of skills that develop as the demands of the job become clear and defined. Providing support for these principals requires a mentor who is highly trained, deliberate in his or her actions, and committed to developing strong future leaders.

The National Principals Mentor Training and Certification Program is designed to meet these needs and to support sustainable school district leadership. [Register](https://www.naesp.org/sites/default/files/Mentor%20Registration%20Form%207_19_11.pdf) for one of our upcoming trainings:

March 19-21, 2012 - Seattle, Washington

June 27-29: Pittsburgh, Pennsylvania

October 4-6: Alexandria, Virginia

January 24-26, 2013: Phoenix, Arizona

March 7-9, 2013: Portland, Oregon

July 11-13, 2013: Baltimore, Maryland

For additional information, send an email to [mentor@naesp.org](mailto:mentor@naesp.org).naesp-blue-gray170.png

**Deadline Is Approaching for Children’s Book Award Contest**

Manuscript submissions for the opportunity to be published as part of the [National Children’s Book Award Contest](http://www.naesp.org/naesp-foundation/national-childrens-book-year-contest) are due by March 1. Aspiring authors from across the nation have been sending in their manuscripts, all of which will be reviewed by Charlesbridge Publishing, which has a proven track record and extensive outreach across the nation.

Prospective authors may submit a picture or chapter book written for children ages 3-16. Both fiction and nonfiction manuscripts will be considered. Judging will be based on content, originality, and age-appropriateness.

An award will be granted in picture book and chapter book categories at the NAESP Conference in Seattle, on March 23, 2012. More information, including the application for the [contest](http://r20.rs6.net/tn.jsp?llr=vqm7vndab&et=1107629939622&s=0&e=001_eHmaBUetqvkdVbrDkVmJHnSE9_ukfb2m17NCMvnO9myPsjHMt0mAMfC6ph57komGa-c1QBZixtRH255IfvBDV5kFwptqd7jz3unriT_eukNYOW8-FeKDr_OuOnfAtPWj_tl8eqgtvEXTinuTifY-0EMRdaCbOC5rJcnLJ1sCUU=), is available on the NAESP Foundation website.naesp-blue-gray170.png

**Grants, Opportunities, & Free Resources**

**PE Innovation Competition**

Does your school have a great physical activity program for its students? Do you want the chance to earn up to $100,000 and the opportunity to share your model with other schools? Check out ChildObesity180’s ASAP Innovation Competition, which is looking to uncover the best in-school programming to get kids active. All K-6 schools and districts are eligible to apply. **Deadline: April 2**

<http://www.activeschoolsasap.org/>

**Arts Education Grants**

Sponsored by Crayola and NAESP, the Champion Creatively Alive Children grant program seeks to help educators integrate the arts across the curriculum to build students’ 21st century skills in critical thinking, communication, collaboration, and creativity. Up to 20 elementary schools will receive grants to implement, document, and share results of an innovative arts-infused project. Each grant includes $2,500 and $500 worth of Crayola products. **Deadline: June 15**

[www.naesp.org/champion-creatively-alive-children](http://www.naesp.org/champion-creatively-alive-children)

**Grant for Salad Bars in Schools**

Seeking to increase children’s consumption of fruits and vegetables, the Let’s Move Salad Bars to Schools program plans to fund and grant 6,000 salad bars to schools across the nation by 2013. Any K-12 school or district participating in the National School Lunch Program is eligible to apply. **Deadline: Rolling**

<http://saladbars2schools.org/>

**Grants for Pets in the Classroom**

The Pets in the Classroom program from the Pet Care Trust provides grants of $100 to $150 to purchase or adopt a new pet and required equipment or $50 to support existing classroom pets. Teachers can apply for one grant per school year. **Deadline: Rolling**

<http://www.petsintheclassroom.org/>

**Books for Children in Need**

First Book donates 35,000 books per day to programs and schools serving children from low-income families throughout the United States and Canada. Educators or program administrators at schools where at least 70 percent of the children come from low-income families are eligible to apply for the nonprofit’s book distribution programs.

[www.firstbook.org/receive-books](http://www.firstbook.org/receive-books)

**Powerful Free Tool for Data, Tutoring**

School leaders know that every minute spent testing is a minute taken away from teaching. ASSISTments, a new, free web-based platform developed by Worcester Polytechnic Institute, aims to change that, offering teachers the ability to blend assessment questions and tutoring. Students receive real-time guidance, while teachers see instant reports on student progress. Plus schools and districts can build benchmarks right into the system. Contact [NAESP@wpi.edu](mailto:NAESP@wpi.edu) for training and more information.

<http://teacherwiki.assistment.org/wiki/About>

**Webinar Series on Implementing Common Core Standards in Math**

This free webinar series and online professional learning community, sponsored by ETA/Cuisenaire, provides advice and support regarding the national math curriculum. The program provides free webinars, live chats, lesson plans and online discussions to assist teachers in connecting and collaborating with others in the same grade level.

<http://www.edweb.net/inv_math>

**Webcast on RTI in Early Childhood Settings**

“Implementing Response to Intervention in Early Childhood Settings: National, State, and Program Perspectives,” an 80-minute webcast from the RTI Action Network, features a panel of nationally recognized researchers and dynamic RTI implementers on RTI’s role RTI in early childhood. This unique blend of multiple perspectives targets matching high-quality instruction and interventions to meet learning needs during the early childhood years.

<http://www.rtinetwork.org/professional/forums/rti-national-online-forum-implementing-response-to-intervention-in-early-childhood-settings>

**Free Fitness Curriculum**

The ACE Operation FitKids curriculum from the American Council on Exercise is designed for educators looking to integrate health and fitness into classroom learning. The 7-lesson curricula for grades 3 to 8 and teach students the dangers of being overweight and the importance of a healthy and active lifestyle.

<http://www.acefitness.org/ofk/curriculum.aspx>

**Supporting Social Well-Being of Young People With Disabilities**  
Impact: Feature Issue on Supporting the Social Well-Being of Children and Youth with Disabilities is a free publication that focuses on what adults can do to create and sustain environments that contribute to social well-being for young people with disabilities and their peers. It is published by the Institute on Community Integration at the University of Minnesota.  
<http://ici.umn.edu/products/impact/241/> naesp-blue-gray170.png