

PROGRAMS AND SERVICES FOR SCHOOL- BASED AUDIENCES

Answering the Critics of School Administration: What are the facts?

Doing a great job isn't enough these days – especially if you are a school administrator. School administrators are under fire - even in high achieving school districts. A new report issued by the National School Public Relations Association sums up the situation – We've all heard the critics — too many highly paid administrators just add to the bureaucracy, their salaries would be better spent on instruction, districts are top-heavy, and schools should be run more like a business. Where do we start to re-establish image with reality? Making a commitment to keeping people aware of how school leaders directly affect student success is an important first step. This workshop will help you design a plan to change critics into supporters. This program offers a clear, to-the-point look at how the facts often directly contradict much of the criticism leveled at today's school administrators.

Conferring About Students: Ways to make parent communication effective and easy

Studies indicate that teachers are the best communicators for our schools. Parents and others believe them because they are on the frontlines of helping students achieve everyday. Studies also indicate that most teachers are not confident and have had little training in communicating effectively about their students and even their schools. Based on research conducted by the National School Public Relations Association, this session is fast-moving and packed with helpful advice for teachers, sample letters and messages, and how to insights on topics including classroom open house presentations -- do's and don'ts; techniques and tactics for parent conferences and what parents want to know and the best ways to confer with them confidently, collaboratively and cooperatively.

Tapping Public Opinion: Key Communicators in your school

Key Communicator Networks really work! Learn how to develop a network of opinion leaders in your school community. These folks can become your eyes, ears and voice in your area and can quickly convey critical messages in good times and bad.

\$1,000,000 Decisions: Effective interviewing for making the best hires

Recruiting, selecting and hiring, how do you find the right people for the job? Developing an annual staffing plan and understanding the Pennsylvania Department of Education and No Child Left Behind staffing guidelines will help you find the most highly qualified teachers and paraprofessionals for your students.

Charlotte Danielson's Framework for Teaching: Introduction to the concepts

Classroom teachers make more than 3,000 non-trivial decisions each day. What is the basis for those decisions? Through lecture, discussion and group interaction, you will actively engage in a practical study of Charlotte Danielson's *Framework for Teaching*. You will study the concepts, become familiar with identifying the Domains and Concepts and learn how to apply them to classroom practice, self-assessment and to formative evaluation.

Charlotte Danielson's Framework for Teaching: Practical applications to teacher evaluation using PDE 426, 427, 428

With a clear understanding of the research-based concepts behind the Framework, you will apply your knowledge of the Domains and Components to differentiating between evidence and opinion, processing alternative methods of formative and summative teacher supervision and evaluation and establishing an effective transition process from current practice to the use of the recently revised Pennsylvania Department of Education teacher evaluation forms.

The Reflective Practitioner: Becoming mindful teachers and continuous learners

Sometimes stepping back from the day-to-day work of the classroom allows time for personal and professional reflection. Like looking in a mirror and pondering what you see, this workshop will help you quell the quick pace, repress the rush, and calm the chaos of the teacher's life. You will enjoy the luxury of a deliberate pause, quality time to engage in reflective practice on the journey to becoming a reflective practitioner.

When It Comes to a Referendum: How to win at the polls

What changes lie ahead with Act 1? Are you prepared to communicate with voters? In this workshop, you'll learn when to start and how to get organized; find out about your voters: their opinions, their information sources, and how they act on Election Day and select the most powerful and cost-effective techniques to communicate and persuade.

Strategic Planning: Getting there from wherever you are

If you don't know where you're going, you'll probably end up somewhere else. Facilitation of strategic planning sessions by a skilled consultant from outside the school district often results in more productive interaction among team members and a more useful final product that better reflects the desired School Board and administrative team vision, mission, goals, objectives and action plans. Let us use Storyboarding and World Café processes to help you turn your school district's aspirations into results.

Focus Groups: Taking the pulse of your constituents

Are you wondering whether what your school district does is accomplishing what your stakeholders want and expect? Consider conducting a focus group to take the pulse of your constituents. A focus group is a form of qualitative research in which a group of people are asked about their attitude towards a service, concept, program or organization. Specifically designed questions are asked in an interactive group setting where participants are free to talk with other group members. How might you use focus groups to acquire feedback about your customers' perceptions of your school district?

Effective School-Family-Community Partnerships: A toolkit filled with practical suggestions

Based on research and years of experience in education the *Tool Kit for School-Family-Community Partnerships* gives school administrators and principals everything needed for building long-term partnerships that really work. Participants will learn practical steps to take for setting goals and following through with annual action plans; ways to assess what is being done that is effective and should be continued; fresh ideas for communicating with every audience in various ways; strategies for creating productive partnerships; and techniques for data-informed decision-making.

ADVOCACY 101:
A dozen ways to promote your cause

What's your passion? Do you believe in early childhood education? Where do you stand on accessibility for people with disabilities? Do you love your library and want more resources allocated to it? Well, if you have a passion for it, we'll teach you the basics of advocating for it. We have a dozen ways for you to get the attention of the powerbrokers and to make your case for your cause.