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# **Professional Development: Leading the Way**

*SDCAz's 4th Annual  
Statewide Conference*



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**February 11-12, 2010**

**Phoenix, Arizona**

**Black Canyon Conference Center  
9440 N. 25th Avenue  
Phoenix, AZ 85021**

The Staff Development Council of Arizona is dedicated to student success by cultivating professional learning for all.

An Affiliate of :



**National Staff  
Development Council**

Early Bird Registration Due 1/15/2010

Dear Educator,

The Governing Board for the Staff Development Council of Arizona (SDCAz) and the Conference Committee Members are pleased to invite you to our 4th Annual State Conference for Professional Development. We have planned two days of professional learning opportunities that are sure to inspire and motivate you as you continue the important work you do every day to support students in their learning.

As an Affiliate of the National Staff Development Council (NSDC) we are committed to supporting and advocating the purpose of NSDC which states, *“Every educator engages in effective professional learning every day so every student achieves”*. Our conference will provide opportunities for you to network with other educators committed to designing and planning professional learning that supports and fosters improved student success.

If you are an educator who is passionate about student learning and you desire to deepen your own understanding of the power of Professional Development, please join us on February 11th & 12th, 2010 for this excellent learning experience.

We look forward to reconnecting with friends and meeting new ones!

Sincerely,

The SDCAz Governing Board



**National Staff  
Development Council**



### **NSDC Purpose**

Every educator engages in effective professional learning every day so every student achieves.

# Conference Overview

- 7:30 — 8:00 Registration / Continental Breakfast/Vendor Fair  
8:00 — 9:30 Keynote Speaker  
9:45 — 12:00 Morning Breakout Sessions  
12:00— 1:30 Catered Luncheon/Vendor Fair  
1:45— 4:00 Afternoon Breakout Sessions  
4:00-4:30 Vendor Fair

Session proposals are screened for the appropriateness of their strategies for engaging learners and achieving the proposed session outcomes. The following Conference Strands, Session Format and Intended Audiences are noted in the conference program to assist conference attendees in selecting the most appropriate sessions.

## Conference Strands:

1. Developing school leaders who support quality professional development and systemic change.
2. Designing, implementing and evaluating effective professional development.
3. Accelerating teacher competency with research based strategies.
4. Creating and supporting learning teams and communities that promote and sustain change.

## Intended Audiences:

- Teachers
- Teacher Leaders (Mentors, Instructional Coaches, Department Chairs)
- Principals
- Directors of Professional Development
- District, County and LEA Superintendents
- Educational Consultants
- University Professors and Administrators



KEYNOTE SPEAKER  
Thursday, February 11, 2010



## Elle Allison

Elle is founder of *Wisdom Out*, a hub of research about the nature of wisdom in leaders, individuals, organizations, and couples. With her longtime education colleague, Dr. Douglas Reeves, Elle co-founded *Renewal Coaching LLC* (Headquartered in Salem,

MA USA) a global network of independent professional coaches and leaders within business, education, and nonprofit organizations who are committed to sustainable change, and a Greater Good. Elle is a graduate of the National Staff Development Academy (NSDC), and is a member of the National Speakers Association. In addition to being a “simultaneous entrepreneur” Elle has served as a teacher, principal, and assistant superintendent. She and Doug Reeves co-authored the three book series: *Renewal Coaching: Sustainable Change for Individuals and Organizations* (Jossey-Bass, 2009). She reaches a diverse audience by delivering engaging and informative keynote addresses and seminars on Renewal Coaching, wisdom, and leadership. Elle earned her Ph.D. in Organizational Learning at the University of New Mexico (USA), her master’s at Northeastern Illinois University in Chicago Illinois and her bachelors at Illinois State University in Bloomington-Normal, IL. Elle can be reached at [elle@wisdomout.com](mailto:elle@wisdomout.com). You may also visit her company websites at [www.WisdomOut.com](http://www.WisdomOut.com) and [www.RenewalCoaching.com](http://www.RenewalCoaching.com).

**Both Keynotes will also be doing  
breakout sessions & book signing**

KEYNOTE SPEAKER  
Friday, February 12, 2010



## Lois Brown Easton



Lois Easton, Ph.D., works as a consultant, coach, and author. She is particularly interested in learning designs – for adults and for students. She recently retired as Director of Professional Development at Eagle Rock School and Professional Development Center, Estes Park, Colorado. Easton was Director of Re:Learning Systems at the Education Commission of the States (ECS) from 1992 to 1994. Re:Learning was a partnership between the Coalition of Essential Schools (CES) at Brown University in Providence, Rhode Island, and ECS. Prior to that, Easton served in the Arizona Department of Education as English/Language Arts Coordinator and then became Director of Curriculum and Instruction, and then, Director of Curriculum and Assessment Planning.

A middle school English teacher for 15 years, Easton earned her Ph.D. at the University of Arizona. Easton has been a frequent presenter at conferences and a contributor to educational journals. She is currently co-president of the Colorado Staff Development Council.

Her book *The Other Side of Curriculum: Lessons From Learners* was published by Heinemann in 2002. She is editor of and contributor to a book published by the National Staff Development Council (NSDC) in August 2004, with a revision in 2008: *Powerful Designs for Professional Learning*. Corwin Press published her third book, *Engaging the Disengaged: How Schools Can Help Struggling Students Succeed* in 2008. This book won the Educational Book of the Year Award from Kappa Delta Gamma in 2009. ASCD has just published her fourth book, *Protocols for Professional Learning*, and she is working on a fifth book, *PLCs By Design: How Schools Can Help Struggling Students Succeed*, which will be published by Corwin Press. Her sixth book, to be published by Corwin Press is *Inside Protocols*.

She is co-president of the Colorado Staff Development Council and a senior consultant for the National Staff Development Council.

**Both Keynotes will also be doing  
breakout sessions & book signing**

Early Bird Registration Due 1/15/2010

Thursday, February 11th, 2010

All Day Session 9:45—12:00 continues 1:45—4:00

**Session A 01**

**Designing Professional Development for Adult Learners**

In this day long workshop, participants will examine ways to work with adults that will enhance professional development experiences for both the learners and the presenters. The NSDC standards will be explored to show how they provide a structure and guidance for professional development design. Participants will walk away with a design framework and multiple strategies for designing learning experiences that meet the needs of adult learners.

**Kristin Metler-Armijo**, Projector Director for TIP@NAU

**Laura Robertson**, Rtl Interventionist, Pendergast School District



**Morning Session 9:45—12:00 (2 1/4 hours)**

**Session B 01**

**From Renewal to Innovation: Finding Energy to Sustain the Journey**

The idea that personal and organizational renewal is too touchy-feely or is a distraction to “real work” is dead. At least it is for successful organizations with employees doing meaningful work that leads to innovation—and innovation is essential to creating value beyond performance results to include the greater good. Based on her book *Renewal Coaching: Sustainable change for Individuals and organizations* (co-authored with Dr. Douglas Reeves). Elle will share a framework for creating renewal that leads to sustainable change.

**Elle Allison**, Founder of *Wisdom Out*



**Thursday, February 11th, 2010**  
**Morning Session 9:45—12:00 (2 1/4 hours)**

**Session B 02**

**Translating Research into Practice: Innovation Configuration Maps**

Evaluations of professional development have identified an important missing piece of the puzzle concerning change. Namely, before we can expect any change in students' learning we need to ensure there has been high-quality implementation of new instructional practices. This session will introduce Innovation Configuration maps, a tool designed to create a clear picture of high-quality use of new practices. This versatile tool has been used for self-reflection, to guide peer observation, to focus walk-through observations, to diagnose teacher learning needs, and to evaluate the quality of implementation of new programs.

**Patricia Roy**, Senior Consultant NSDC, Chandler, AZ

**Morning Session 9:45-12:00 (2 1/4 hours)**

**Session B 03**

**Creating and Sustaining Effective Professional Development with Disappearing Dollars**

Providing high quality professional development with limited resources is a challenge common to many school systems. Explore strategies for supporting both formal and informal professional development models using collaborative web 2.0 tools available in the IDEAL Learning Environment available at no cost to Arizona educators. Learn about resources designed to create vibrant professional communities that promote and sustain change regardless of distance or location.

**Dr. Heidi Blair**, Associate Director, Research and Outreach, ASU  
**Irma Sandercock**, Professional Development Coordinator, ASU

**Last date for mail in registration is January 30th. On site registration available.**

**Thursday, February 11th, 2010**  
**Morning Sessions 9:45—12:00 (2 1/4 hours)**

**Session B 04**

**Developing and Supporting Powerful Leaders at all Levels in a School District**

This session is designed to help participants understand and analyze how research-based seminar participation and well grounded leadership coaching for Teacher Leaders and Administrators can strengthen student achievement for ALL students in ALL schools. With some presentation, but mostly in interactive groups, participants will experience the strength of carefully designed leadership seminars and coaching techniques and scenarios.

**Dr. Maria Menconi**, Director, Arizona LEADS<sup>3</sup>

**Dr. Rene Diaz**, Executive Director, Arizona LEADS<sup>3</sup>

**Eoline Cary**, Director, Arizona LEADS<sup>3</sup>

**Session B 05**

**Teaching Teachers to Take it Back to Students!**

Everything we do, from professional development to our daily planning needs to be focused on our goal; our purpose: helping students grow and learn. With this in mind how is it that the professional development does not always make it back to our ultimate clients, the students? Join us for an exciting opportunity to actively improve your own professional development and immediately use strategies and skills taught to improve future professional development. (Please bring an outline of an upcoming professional development you plan to present.)

**Mary Tierney**, Professional Development Schools Coordinator,  
Pendergast Elementary School District

**Carrie Carlisle**, Teacher, Pendergast Elementary School District

**Dana Stiner**, Teacher, Pendergast Elementary School District

**Last date for mail in registration is January  
30th. On site registration available.**

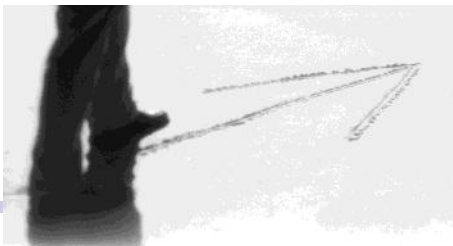
**Thursday February 11th, 2010**  
**Afternoon Sessions 1:45—4:00 (2 1/4 hours)**

**Session C 01**

**Resources You Can Use: *Becoming a Learning School***

Professional development research has identified the characteristics of powerful professional development as intensive, sustained, collaborative, and relevant. A new resource, available from NSDC called *Becoming a Learning School* supports these new powerful forms of professional learning. This session will introduce participants to the resource, provide an overview of contents, and provide time for exploration of the materials.

**Patricia Roy**, Senior Consultant NSDC, Chandler, AZ



**Session C 02**

**Induction and Mentoring for Excellence**

Practices and processes for induction and mentoring have promoted positive change within this district/university consortium. This interactive session will provide opportunities for participants to learn about the organizational structure, mentoring skills and tools of a successful induction program. Come and see student achievement data and retention data of first year teachers and gain a perspective of what a structured induction program can do for your students.

**Dr. Patty Horn**, Director of the Teacher Induction Program at NAU

**Amber Mieras**, Mentor Teacher, Union Elementary District

**Pam McKinney**, Mentor Teacher, Agua Fria High School District

**Jill Bould**, Mentor Teacher, Agua Fria High School District

# Thursday, February 11th, 2010

## Afternoon Sessions 1:30—4:00 (2 1/2 hours)

### Session C 03

#### **Using Drama Strategies to Teach the 6-Traits of Writing... A Professional Development Model**

The primary objective of this workshop is to introduce participants to an Arts Integration Professional Development Model that utilizes research based drama strategies as tools for teaching the 6-Traits of Writing. Participants will experience drama strategies and review the Arts Integration Professional Development Model. Additionally participants will review the research that provides evidence connecting student learning in the arts to a wide spectrum of academic and social benefits.

**Trish Black**, Director of Education Outreach

**Sue Brown**, Administrator of ELL Programs, Washington  
Elementary School District

**Korbi Adams**, Education Assistant, Childsplay



### Session C 04

#### **Building Leadership Capacity to Meet Tomorrow's Challenges**

Educational Leaders, in the PK-12 arena, face a unique and uncertain future as they look down the road towards tomorrow. No longer can the "Principal" lead from the top and meet all of these challenges alone. They must facilitate an inclusive, collaborative environment that ensures that all voices are heard, while also serving as the instructional leader who strides to put quality in every classroom. Join us for an interactive workshop where you will learn how Grand Canyon University's Principal Leadership program is preparing future administrators with 21st Century leadership skills using the Understanding by Design Curriculum Model.

**Dr. Cindy Knott**, Dean of the College of Education, Grand Canyon  
University

**Dr. Skot Beazley**, Program Chair, Masters in Ed Administration,  
Grand Canyon University

Thursday, February 11th, 2010  
Afternoon Sessions 1:30—4:00 (2 1/2 hours)

**Session C 05**

**Rtl: Data-Driven Interventions**

Rtl is a process not a program. In this workshop we will present how our school is using the process to provide interventions for our students. The workshop will provide an overview of the Rtl process and how data is used to determine intervention needs. We will also address the logistics of how to create and manage groups. We have used the process to create intervention opportunities for grades 1-8 and for all student needs, including the advanced learner.

**Phyllis Lussier**, Co-Project Director, TIP @ NAU , Interventionist, Pendergast Elementary School District

**Barbara Parnell**, Instructional Coach, Pendergast Elementary School District



**Session C 06**

**How the Brain Learns Best– A Radical, Neuro-”Logical” Approach to Instruction**

Advances in the neurology of learning have effected educational thinking about how students acquire and retain information. Studies in the area of neuroscience show strong correlations to maximizing learning with the practice of sound neuro-logical based strategies. Participants will be introduced to a RADical theory of teaching that captures student interests and cements long term memory. Discussions will focus on our professional responsibilities to *Lead the Way* with our teaching using this new found learning.

**Ava Genung**, Professional Development Specialist, Paradise Valley School District

Friday, February 12th, 2010

All Day Sessions 9:45—12:00 continues 1:45—4:00

### Session D 01

#### What's Your Evidence: Evaluating Professional Development

The NSDC Standards emphasize that *effective* professional development **improves** student learning. This assertion requires that school and district staff evaluate PD at a variety of levels—beyond the typical one-page survey completed at the end of a workshop. This session will provide an overview of the Guskey/Kirkpatrick evaluation model and focus more specifically on collecting evidence of impact on classroom practice through the use of an Innovation Configuration map.

**Pat Roy**, Senior Consultant NSDC,  
Chandler, AZ



### Session D 02

#### Instructional Profiles: Leading the Way in Identifying Professional Development Needs and Measuring Classroom Implementation

In this interactive session, participants will learn how to use a classroom observational tool, currently used by a number of districts in the state, to develop their own school's instructional profile. The profile will detail student cognition levels (using Marzano's Taxonomy), instructional practices (student and teacher engagement), and the use of objectives/standards. The pre/post data can be used to determine professional development needs that measure the level and impact of classroom implementation.

**Dr. Charlotte Wing**, Educational Consultant, Wings Educational Services

**David M. Wing**, Director of Assessment & Organizational Development, Peoria Unified School District

Friday, February 12th, 2010

**Morning Sessions 9:45—12:00 (2 1/4hours)**

**Session E 01**

**Engaging the Disengaged: Strategies for Helping Struggling Students Succeed**

In this session, participants will examine the power of engagement in terms of student learning, especially for students who have turned away from public education. Engagement can be improved – not in the old sense of intrinsic vs. extrinsic motivation -- but through changes in culture, curriculum, instruction, and assessment. Students engage when their curriculum is not test-driven but learner-centered, when it focuses on relationships and being in community, when it is democratic and principle-driven, rather than rule-driven. Participants will identify both a struggling student and a school that is struggling to work with such students so that, as they learn, they'll apply what they are learning.

**Lois Easton**, Senior Consultant for NSDC, Coach, Author

**Session E 02**

**Teaching the Genre of Personal Narrative Writing**

Students have many interesting stories to write about their life experiences. When they have an opportunity to tell these stories, we often see some of their strongest writing. Participants will examine the essential attributes that are necessary for students to include in a personal narrative. We'll do some hands-on, enjoyable activities to help students become excited about this genre that frequently appears on formal writing assessments. Extensive handouts, student samples, as well as practical applications for this genre of writing will be included in this action-packed session.

**Alice Grenier**, Educational Consultant



Friday, February 12th, 2010  
Morning Sessions 9:40—12:10 (2 1/2 hours)

**Session E 03**

**Learning to Lead Professional Development**

The ADE's Professional Development Leadership Academy (PDLA) arose from educators' expressed need to learn how to plan, implement and evaluate effective professional development. In our 8th year, we continue to learn how to develop school and district teams of professional development leaders. PDLA is a three year process. Find out how it relates to your school or district's leadership of professional development.

**Donna Campbell**, Director of Professional Development, ADE  
**Eric Brooks**, Education Program Specialist, ADE



**Session E 04**

**Leading Lesson Study: A Model That Works!**

Lesson Study is a collaborative, comprehensive, and on-going form of professional development that can and does make a positive difference in student achievement. Participants will identify the structural components and characteristics of a Lesson Study Process that works and determine how to implement a lesson study within their own unique professional environment.

**Dr. Patty Horn**, Director, TIP @ NAU  
**Lorin Sempkowski**, Mentor Teacher. District Staff Developer,  
Tolleson Unified High School District

Friday, February 12th, 2010

**Morning Sessions 9:40—12:10 (2 1/2 hours)**

**Session E 05**

**Walking Through Online Classrooms: A Case Study in Instructional Best Practice**

Extending the concept of a K-12 classroom walk-through evaluation model to higher education, Grand Canyon University's College of Education designed a unique evaluation instrument to assess the effectiveness of their online instructors. This case study will showcase the development and implications of this evaluation model.

**Dr. Kimberly LaPrade**, Associate Dean, College of Education, Grand Canyon University

**Dr. Marjaneh Gilpatrick**, Assistant Dean, College of Education, Grand Canyon University

Friday, February 12th, 2010

**Afternoon Sessions 1:30—4:00 (2 1/2 hours)**

**Session F 01**

**Protocols, Passions, and Professional Learning: The Right Combination for Improving Schools**

“We want passionate teachers, teachers who care deeply about their subject areas, their students and their own learning.” This quote, from a struggling student, seems to say it all. In this session, participants will identify their passions and how these might connect with students and help students identify their own passions. They will engage in a variety of protocols – from the success analysis protocol to the triad protocol – and a variety of powerful designs for professional learning in order to see how passionate teachers focused on their own learning as well as their students’ learning can connect with students who, likewise, become passionate about their own learning.

**Lois Easton**, Senior Consultant for NSDC, Coach, Author

Friday, February 12th, 2010  
Afternoon Sessions 1:45—4:00 (2 1/4hours)

**Session F 02**

**Writing Across the Curriculum**

Research supports that writing can improve reading comprehension, as well as serve as a tool to improve learning in mathematics, science, and social studies. You will learn multi-sensory writing strategies, along with note taking and responding to reading strategies that can be used in all content areas. *Writing Next*, the 2007 meta-analysis from the Carnegie Corporation, makes 11 recommendations to improve writing performance of low achieving writers. This interactive session will match classroom-proven strategies with some of these recommendations. Extensive handouts, student samples, as well as practical applications for various content areas will be shared.

**Alice Greiner**, Educational Consultant



**Session F 03**

**Instructional Strategies That Engage the Brain**

Attend this fun-filled session for some practical and theoretically based student engagement strategies. Participants will walk away with 14 strategies teachers can use in the classroom that make a difference in student engagement. Participants will also leave with an understanding of why those strategies are effective instructionally based on brain research. Come be engaged and learn something too!

**Kristin Metler-Armijo**, Project Director, TIP @NAU  
**Lorin Sempkowski**, District Staff Developer, Mentor Teacher,  
Tolleson High School District

**Last date for mail in registration is January 30th. On site registration available.**

Friday, February 12th, 2010

Afternoon Sessions 1:45—4:00 (2 1/4hours)

**Session F 04**

**Going Backwards Into Success**

Dropping from Excelling to .5 point away from Performing was enough to send Kyrene Middle School backwards. Using Backward Design to focus on formative assessments, analyzing data and doing “whatever it takes” to help students learn, put KMS back on top and recapture the school’s Excelling label and dramatic results in closing the achievement gap. This workshop will take the participants on the KMS journey to reconstruct a school’s focus, support the faculty’s jump aboard, and gain enthusiastic student investment in their own learning.

**Susan Poole**, Principal, Kyrene Middle School

**Jan Gildersleeve**, Language Arts Dept. Chair, 8th Grade LA Teacher, Kyrene Middle School

**Billie Lamkin**, 7th Grade LA Teacher



**Session F 05**

**Identifying and Supporting Tech Mentors with Discovery Education**

Discovery Education Streaming (DES) offers much more than streaming video and is available to all Arizona Educators without charge on the IDEAL e-Learning Platform. DES offers free professional development through online webinars on a weekly schedule and has an archive including Leadership presentations. Complete toolkits for training include tips, best practices and interactive project demonstrations. Practice accessing your staff statistics using DES administrative tools to identify mentor/leaders vs. staff who may need additional support.

**Victoria Schmitt**, Curriculum Resource Coordinator, IDEAL ASU Alt^1

## Registration Information

Name: \_\_\_\_\_

School District/Organization: \_\_\_\_\_

Position: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

City/State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

### Session Registration

Please indicate your top 3 session choices. All day sessions should be marked in both the morning and afternoon. If your #1 session is full, we may not be able to honor your 1st choice.

#### Day 1: Thursday, February 11th, 2010

AM: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

PM: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

#### Day 2: Friday, February 12th, 2010

AM: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

PM: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_



- I would be willing to host a session and be eligible to win a free 2011 ISDCAz Statewide Conference registration fee.

How did you hear about the conference?

- Mailed brochure
- Online Information
- Word of Mouth
- NSDC Conference

- 1st Time Attendee
- Repeat Conference Attendee

## Registration Information

### Membership Information:

- 2010—2011 SDCAz Membership..... \$25.00 \_\_\_\_\_  
(Annual Membership February 2010—January 2011)

### Registration Fees:

2-Day Conference SDCAz Member Rate ..... \$300.00 \_\_\_\_\_

2-Day Conference Non-Member Rate.....\$350.00 \_\_\_\_\_

1-Day Conference SDCAz Member Rate..... \$200.00 \_\_\_\_\_

1-Day Conference Non-Member Rate.....\$250.00 \_\_\_\_\_

**Subtotal** \_\_\_\_\_

Early Bird Discount (if postmarked by 1/15/10)..... - \$25.00 \_\_\_\_\_

Lead Presenter Discount ..... - \$100.00 \_\_\_\_\_

Co-Presenter Discount (For only one co-presenter).... - \$50.00 \_\_\_\_\_

**TOTAL DUE** \_\_\_\_\_

**Payment must be received by January 30, 2010.**

### Form of Payment:

Registration Fee payable to SDCAz:

- Check (Ck. # \_\_\_\_\_)     Purchase Order (PO # \_\_\_\_\_)

### Send registration form with payment to:

Lisa Bush  
17624 N. 70th Lane  
Glendale, AZ 85308  
Fax: (623) 445-5084  
Phone: (623) 445-4930

### Hotel Information

The following hotels are within walking distance to the Black Canyon Conference Center:

- Marriott Courtyard-602-944-7373
- Sheraton Cressent-602-943-8200
- Springhill Suites-602-943-0010