

The Massachusetts Elementary School Principals' Association

and

The Massachusetts Elementary School Principals'  
Education Foundation

present the

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**2007 MESPA  
SPRING CONFERENCE  
PROFESSIONAL DEVELOPMENT INSTITUTE**

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*“Informed and Focused Leadership  
for Student Learning”*

Wednesday, Thursday, Friday  
May 2, 3, and 4, 2007

Four Points by Sheraton Hyannis Resort  
Hyannis, Massachusetts

**KEYNOTE SPEAKERS:**

**Dr. Mike Schmoker**

and

**Dr. Richard Elmore**



## MESPA/MESPEF SPRING CONFERENCE SCHEDULE

<b>WED.</b>	10:00am–5:00pm	REGISTRATION
<b>MAY 2</b>	11:30am–12:45pm	WELCOME LUNCHEON, New Members Recognized
	1:00pm–4:00pm	GENERAL SESSION Speaker: <b>Dr. Mike Schmoker</b> , “Results Now”
	5:30pm–6:30pm	OPENING RECEPTION sponsored by Lifetouch
	6:30pm–8:30pm	AWARDS BANQUET Sponsored by AIG VALIC, RISO of Boston, and Plato Learning <ul style="list-style-type: none"> <li>• Passios Outstanding Elementary School Principal/National Distinguished Principal Award – <b>David P. Driscoll</b>, Commissioner, Massachusetts Dept. of Education</li> <li>• MESPA President’s Award – <b>Anthony Cipro</b>, MESPA President</li> <li>• MESPA Leadership Award – <b>Robert Raffa</b>, President, RISO of Boston</li> </ul>
	8:30pm–11:30pm	ENTERTAINMENT Music by Sweet Willie D and his Rockin’ Band
<b>THURS.</b>	8:00am–8:30am	REGISTRATION / COFFEE AND DANISH / EXHIBITS OPEN / SILENT AUCTION
<b>MAY 3</b>	8:30am–11:45am	GENERAL SESSION Speaker: <b>Dr. Richard Elmore</b> , “The Development of Leadership for School Improvement”
	11:45am–2:00pm	BUFFET LUNCHEON / EXHIBIT VIEWING / SILENT AUCTION
	2:00pm–3:30pm	CONCURRENT WORKSHOPS - I
	3:30pm–4:30pm	RECEPTION IN THE EXHIBIT HALL / SILENT AUCTION
	5:30pm–8:00pm	<u>EVENING EVENTS:</u> <ul style="list-style-type: none"> <li>• LIFETOUCH THEME PARTY sponsored by Lifetouch</li> </ul>
	8:00pm–11:30pm	<ul style="list-style-type: none"> <li>• CASINO NIGHT sponsored by O’Connor Studios</li> </ul>
<b>FRI.</b>	7:00am–8:30am	BREAKFAST & ANNUAL BUSINESS MEETING (All Members Welcome)
<b>MAY 4</b>	8:00am–8:45am	REGISTRATION / COFFEE sponsored by Hockmeyer Studios
	8:45am–10:15am	CONCURRENT WORKSHOPS - II
	10:30am–12:00n	CONCURRENT WORKSHOPS - III
	12:00n–2:00pm	LUNCHEON
	2:00pm	ADJOURNMENT

*We gratefully acknowledge  
the contributions and  
sponsorships  
of the following  
companies:*

**AIG VALIC**  
**Coffee Pond Photography**  
**Hockmeyer Studios**  
**Lifetouch National School Studios**  
**O’Connor Studios**  
**Plato Learning**  
**RISO of Boston**  
**VIRCO**

## KEYNOTE SPEAKERS



**Dr. Mike Schmoker**

*“Results Now”*

**Wednesday, May 2**

**1:00 PM – 4:00 PM**

**GENERAL SESSION**

This general session will be divided into two parts. In the first hour, Dr. Schmoker will discuss:

**THE OPPORTUNITY:** From “Brutal Facts” to the Best Schools We’ve Ever Had

A true renaissance could occur in our schools—starting immediately. It will begin with an encounter with what Jim Collins calls the “brutal facts”—those practices which educators know are important but which have yet to occur in classrooms. We will realize historic improvements in teaching and learning the moment we choose to implement the most basic, agreed-upon practices and leadership structures supported by researchers from every camp.

After the break, for the next hour and a half or so, Dr. Schmoker will discuss:

**RESULTS:** the Essential Elements of Improvement

In this interactive session, we will learn about the simple elements most essential to substantive, measurable improvement:

- Effective, targeted teamwork
- Manageable, measurable goals
- Simple, ongoing use of student assessment data

Participants will leave the session knowing how to immediately and effectively conduct (simple) school improvement planning and ongoing activities that achieve both short and long-term results. Throughout the workshop, we will be referring to real schools and districts which demonstrate the power of these elements in ensuring higher achievement.

**Dr. Mike Schmoker** is a former central office administrator, middle and high school English teacher and football coach.

He has written four books and numerous articles which have appeared in *Educational Leadership*, *Phi Delta Kappan*, *Education Week*, and *TIME* magazine.

His most recent book is the bestselling *RESULTS NOW: How We Can Achieve Unprecedented Results in Teaching and Learning* (ASCD 2006). His previous books include the *RESULTS Fieldbook* and the bestselling *RESULTS: The Key to Continuous School Improvement*. Dr. Schmoker has spoken and consulted in hundreds of schools and districts throughout the United States and Canada.



**Dr. Richard Elmore**

*“The Development of Leadership for School Improvement”*

**Thursday, May 3**

**8:30 AM – 11:45AM**

**GENERAL SESSION**

*(Partial sponsorship by VIRCO)*

School leadership in the 21st century will look much different from the past. It will involve much closer attention to the direct management of conditions that support high level instructional practice in classrooms. It will require a different—more distributed—view of who leads. And it will require a much more explicit strategic vision for how the structures, resources, and human talent inside schools will be organized and managed. How will we develop new leadership talent? What knowledge and skill will they need? How will they learn this new practice?

**Dr. Richard F. Elmore** is a Professor of Education at Harvard University and a Senior Research Fellow with the Consortium for Policy Research in Education, funded by the U.S. Department of Education’s Office of Educational Research and Improvement. He is currently co-director of a CPRE research project on school accountability. He is currently also on the faculty of the Public Education Leadership Project, an executive education program for leaders in large school districts, jointly run by the Harvard Graduate School of Education and the Harvard Graduate School of Business Administration; and he is co-director of the Connecticut Superintendents’ Network, a community of practice for superintendents engaged in the improvement of instruction, sponsored by the Connecticut Center for School Change. He is launching this year the Cambridge Leadership Network, a community of practice for principals and district administrators engaged in instructional improvement in the public schools of Cambridge, Massachusetts. He holds a bachelors degree in political science from Whitman College, Walla Walla, Washington, a masters degree in political science from the Claremont Graduate School, Claremont, California, and a doctorate in educational policy from the Harvard Graduate School of Education.

His most recent publications are *When Accountability Knocks, Will Anyone Answer?* (CPRE, 1999), coauthored with Charles Abelman, *Building a New Structure for School Leadership* (Shanker Institute, 2000), and *Bridging the Gap Between Standards and Achievement* (Shanker Institute, 2002). *School Reform from the Inside Out: Policy, Practice, and Performance*. (Harvard Education Press, 2004).

## CONCURRENT WORKSHOPS I • THURSDAY 2:00 PM – 3:30 PM

### A. "Lesson Study: A Promising Professional Development Approach based upon Teacher Collaboration"

**Presenters:** John Ciesluk, Principal, Wolf Swamp Road School and Team of Teachers, Longmeadow

This workshop will explore how one school's Mathematics Team worked over the course of a school year to improve math instruction, using the Lesson Study approach to professional development. In this example of Lesson Study, a K-5 vertical team of teachers planned, taught, refined and re-taught a grade 4 lesson on the concept of equivalence. Representatives from the team will explain their process in detail and reflect on the merits of Lesson Study as a viable approach to professional development in an elementary school setting.

### B. "Distributive Leadership: A Case Study"

**Presenters:** Principals of the Acton Public Schools

Some Acton elementary principals will share ways in which distributive leadership plays out in the administrative structure of the district and individual schools of the Acton Public Schools. The principals will share their perspectives, and those of their teachers, all of which influence the philosophy and practices that advance the learning community in their individual schools. These principals are interested in leading a discussion with other principals that includes the ideals and practicalities of collaborative work in regard to decision-making and student learning in elementary schools today.

### C. "Integrated Curriculum through Corporate Partnerships"

**Presenters:** Bradford L. Jackson, Superintendent, Holliston Public Schools; Ronit Carter, Program Director, In Harmony with Education, The BOSE Corporation, David Keim, Principal, Miller Elementary School, Holliston Public Schools

Most School-Business Partnerships focus on internship and job shadowing opportunities for middle and high school students. Corporate Partnerships represent a largely untapped opportunity for schools to connect the K-5 curriculum frameworks to real-life experiences. Bose Corporation's In Harmony with Education program offers a curriculum that merges the teaching of math, science, and music so powerfully that each discipline comes alive with new meaning. This workshop will describe one elementary school's experiences with the Bose program and will facilitate a discussion among workshop participants on techniques for educators to initiate contact with potential corporate partners.

### D. "Retirement Income Solutions"

**Presenter:** Harold Sanchies, District Manager, AIG VALIC

Retirement Income Solutions helps employees identify key areas of concern as they go through the challenging and all-important planning phase. The primary focus is on helping those who are nearing retirement or already retired create solutions to help ensure that they will not outlive their retirement income. Topics include: Managing expenses during retirement; guidance about payout periods; the impact of inflation and medical costs; when it's wise to annuitize; benefits of seeking professional financial guidance; and case studies.

### E. "Asperger Syndrome: A Recipe for Success"

**Presenter:** Jean Stern, MS, Director of Children's Services, Asperger's Association of New England

This one and a half hour workshop is designed for administrators of elementary schools. It will include specific interventions for students with Asperger's Syndrome focusing on the best proactive systemic and individualized strategies for the child with Asperger's Syndrome in the elementary school. The seminar will focus on understanding the academic, social and behavioral needs of a student with Asperger's Syndrome within the school setting. The Asperger's Association of New England will offer follow up support to administrators seeking further services.

## 2007 MESPA/MESPEF SPRING CONFERENCE PROFESSIONAL DEVELOPMENT INSTITUTE COMMITTEE

### *Conference Chair*

Deborah Dancy, Boston, President-Elect

### *Professional Development Committee Chair*

Dympna Thomas, Rockland

### *Committee Members*

John Ciesluk, Longmeadow  
Parker Damon, Wellesley  
Denise Fronius, Brewster  
Thaiadora Katsos, North Reading  
David Keim, Holliston  
Elaine Mead, Lynnfield  
Robin Welch, Framingham

Nadya Aswad Higgins,  
MESPA / MESPEF Executive Director

James C. Brown,  
MESPA / MESPEF Assistant Executive Director

## CONCURRENT WORKSHOPS II • FRIDAY 8:45 AM – 10:15 AM

### A. "Building and Using Podcasts to Improve Student Learning"

**Presenter: Kathleen Lengel**, Technology Integration Specialist, MESPA Education and Technology Center, and Co-author of *Integrating Technology: A Practical Guide*

What's the buzz about Podcasts? Who's using them? Why is it important for administrators to become familiar with this technology? This workshop demonstrates podcasts produced in classroom, K-8; shares a range of podcasts that can be produced by teachers and students; and allows participants to create a short podcast using GarageBand. Open to all as an introductory session. While we'll be using Macs for the workshop, the skills are easily transferred to PCs.

### B. "Mediation Techniques for Administrators"

**Presenter: Paul Wiley**, Principal, Crocker Farm Elementary School, Amherst

Principals and directors of schools and programs find themselves in the midst of rapid change, moment-to-moment decision making, high-paced schedules and the constant need to communicate and interact with their school communities. We often don't realize that these daily dynamics cause conflicts and disputes to occur. Some conflicts are small and are resolved easily through conversation, discussion or a quick decision. Some small conflicts, however, do not reach resolution and turn into disputes that begin to gain an energy and life of their own in the work place. A conflict that has gained momentum and is now a full blown dispute can have a devastating impact on the workplace. In a school, teachers, students and even parents can be affected.

How do we respond to these disputes in an effective manner? What can we do to prevent or reduce their occurrence in the first place? This workshop will explore some of the dynamics that contribute to workplace conflict, provide essential background information on the sources and types of conflicts, and also provide participants with intervention strategies that can be easily used in their day-to-day work.

The workshop will also stress the "essential work" we need to do to keep our schools running smoothly and effectively similar to the themes that Richard Elmore and Mike Schmoker discuss.

### C. "Building an Effective Administrative Team"

**Presenters: Dympna Thomas**, Principal, Memorial Park Elementary School and **Thaia Katsos**, Principal, J. Turner Hood Elementary School, North Reading

To be effective as educational leaders, principals and assistant principals must be able to build administrative teams consisting of skilled personnel within their respective buildings. This workshop will explain how to identify, lead and mentor personnel who will share in the responsibility

of meeting the needs of students, staff and the school community by fostering a professional learning community, focusing on student achievement, building relationships and engaging in school/home/community partnerships.

### D. "Public Relations for Administrators"

**Presenter: Dr. Deborah Dancy**, Principal, William E. Channing School, Hyde Park; President-Elect of MESPA

As more and more demands are placed on principals, we require more community support. Principals cannot continue to deal with declining budgets, governmental mandates, unruly students, curriculum standards, union issues and other day-to-day responsibilities without help. We cannot do it alone! Principals need partners. Partnerships are essential for school success. A major way to garner support is through public relations. It is critical for principals to find a way to build relationships that change attitudes and bring about desired behaviors.

Dr. Deborah Dancy will share specific ideas and strategies on effective public relations. Through audio and visual channels, you will be able to create low-cost, practical PR pieces that work. Your school CAN become a center of community influence where community partners recognize and welcome their investment in the future - our children.

### E. "Literacy Today: Teaching and Learning More Effectively Utilizing Authentic Literacy"

**Presenter: Curtis Bates**, Superintendent, Boxborough Public Schools

A balanced literacy program incorporates all reading and writing approaches realizing students need to use multiple strategies to become proficient readers and writers. A balanced literacy program provides and cultivates the skills of reading, writing, thinking, speaking and listening for all students. Many literacy instructional materials are "school-only" texts. By giving students at all levels authentic literature, we provide them with natural language that serves as a model for expanding their language base, helps increase their vocabularies, excites and captivates their imaginations, and motivates them to learn. Victoria Purcell-Gates states, "A common-sense indicator of the effectiveness of literacy instruction is whether the students are reading and writing more in their lives outside of class and/or reading and writing different types of text. The literacy activities that people engage in as they go about their lives are what we refer to as authentic literacy practices." This workshop will explore the use of authentic literacy to improve instruction and increase student development in comprehension and writing.

## CONCURRENT WORKSHOPS III FRIDAY 10:30 AM – 12:00 N

Repeat of CONCURRENT WORKSHOPS - II

# FOUR POINTS

BY SHERATON

## HOTEL RESERVATION FORM

### MESPA/MESPEF 2007 SPRING CONFERENCE

**Tuesday, May 1, 2007 – Friday, May 4, 2007**

PLEASE COMPLETE THIS FORM (1 FORM PER ROOM) AND SEND TO OUR RESERVATIONS DEPARTMENT –  
FAX: (508) 778-6039 or MAIL: 35 SCUDDER AVE, HYANNIS, MA 02601.

PHONE RESERVATIONS WILL NOT BE ACCEPTED. WE DO NOT ACCEPT PURCHASE ORDERS.

#### **\* THREE NIGHT PACKAGE PLAN \***

\_\_\_\_\_ \$487.00 PER ROOM, SINGLE OCCUPANCY

\_\_\_\_\_ \$294.00 PER PERSON, DOUBLE OCCUPANCY (\$588.00 per room)

Plan includes: Accommodations on Tuesday, Wednesday and Thursday nights,

Lunch on Wednesday, Thursday and Friday, Breakfast on Friday plus all applicable taxes and service charges.

#### **\* TWO NIGHT PACKAGE PLAN \***

\_\_\_\_\_ \$312.00 PER ROOM, SINGLE OCCUPANCY

\_\_\_\_\_ \$191.00 PER PERSON, DOUBLE OCCUPANCY (\$382.00 per room)

Plan includes: Accommodations on Wednesday and Thursday nights,

Lunch on Thursday, Breakfast and Lunch on Friday plus all applicable taxes and service charges.

#### **\* ONE NIGHT PACKAGE PLAN \***

\_\_\_\_\_ \$191.00 PER ROOM, SINGLE OCCUPANCY

\_\_\_\_\_ \$131.50 PER PERSON, DOUBLE OCCUPANCY (\$263.00 per room)

Plan Includes: Accommodations on Thursday night, Lunch on Thursday, Breakfast and Lunch on Friday plus all applicable taxes and service charges.

#### **\* ROOM ONLY PLAN \***

\_\_\_\_\_ \$112.00 PER ROOM, PER NIGHT, SINGLE/DOUBLE OCCUPANCY PLUS 9.7% TAX

**PLEASE CIRCLE YOUR ROOM PREFERENCE:** NON-SMOKING    SMOKING

All room requests will be honored based on availability. • CHECK-IN TIME AFTER 3:00 PM • CHECK-OUT TIME BY 11:00 AM

**\*\*THE ABOVE PACKAGE RATES ARE AVAILABLE UNTIL APRIL 1, 2007. RESERVATIONS ARE CONFIRMED ON A FIRST COME FIRST SERVED BASIS. WE ENCOURAGE YOU TO MAKE YOUR RESERVATIONS EARLY.**

ARRIVAL DATE: \_\_\_\_\_ DEPARTURE DATE: \_\_\_\_\_

NAME (1) \_\_\_\_\_ NAME (2) \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

DAY TELEPHONE: (\_\_\_\_) \_\_\_\_\_ TODAY'S DATE: \_\_\_\_\_

EMAIL: \_\_\_\_\_ FAX: \_\_\_\_\_

ALL RESERVATIONS MUST BE GUARANTEED WITH A CREDIT CARD OR HALF OF THE RATE PAID AHEAD OF TIME AS A DEPOSIT. YOUR CREDIT CARD WILL BE USED AS A GUARANTEE ONLY AND WILL NOT BE CHARGED UNLESS YOU FAIL TO ARRIVE ON CHECK-IN DAY.

CREDIT CARD TYPE: \_\_\_\_\_ CREDIT CARD NUMBER: \_\_\_\_\_

EXPIRATION DATE: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_

**\*TO AVOID PENALTY, RESERVATIONS MUST BE CANCELLED WITHIN 72 HOURS PRIOR TO ARRIVAL DATE.  
\*IF GUEST DOES NOT ARRIVE ON DATE SPECIFIED, THEY WILL BE CHARGED THE FULL PACKAGE PRICE FOR PACKAGE PLANS OR ONE NIGHT'S ROOM AND TAX FOR THE ROOM ONLY PLAN. \*THERE WILL BE NO REFUNDS FOR EARLY CHECKOUTS. \*THERE CAN BE NO CHANGES IN THE NUMBER OF PEOPLE IN A ROOM OR SWITCHING BETWEEN PACKAGE/ROOM ONLY PLANS WITHIN 72 HOURS OF ARRIVAL DATE.**

# REGISTRATION FORM

For MESPA MEMBERS and all other ELEMENTARY & MIDDLE LEVEL ADMINISTRATORS  
*Please fill out and return this form by April 22, 2007.*

## MESPA/MESPEF SPRING CONFERENCE

Wednesday, Thursday, Friday • May 2, 3, 4, 2007 • Four Points Sheraton Hyannis Resort, Hyannis, MA

*Please print*

Name \_\_\_\_\_

Position \_\_\_\_\_

School \_\_\_\_\_

Street \_\_\_\_\_

City/Town \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

### FEES

Registration: Member \$185 \_\_\_\_\_  
Non-Member \$225 \_\_\_\_\_  
Retired Principal \$50 \_\_\_\_\_  
Spouse \$25 \_\_\_\_\_

*Transient Meals:* Anyone NOT purchasing the Package Plan from the hotel may purchase meals for Wednesday, Thursday, and Friday independently. A very limited number of meal tickets will be sold at the door; you are urged to purchase them now. **Do not check here if you are on a Hotel Package Plan.**

**Wednesday** Buffet Luncheon \$30.00 \_\_\_\_\_  
**Thursday** Buffet Luncheon \$30.00 \_\_\_\_\_  
**Friday** Breakfast Buffet \$16.00 \_\_\_\_\_  
Luncheon \$30.00 \_\_\_\_\_

**TOTAL PAYMENT** \$ \_\_\_\_\_

Please check the statements that apply to you.

- I am a new member (1<sup>st</sup> year) of MESPA.       I wish to join MESPA.  
 I am a brand new principal (1<sup>st</sup> year).       This is my first MESPA Spring Conference.

Payment: Check \_\_\_\_\_ PO# \_\_\_\_\_

Charge to: MasterCard \_\_\_\_\_ Visa \_\_\_\_\_ Card # \_\_\_\_\_

### The following information is mandatory for credit card use:

Verification Code (Last three digits in signature box) \_\_\_\_\_

Signature \_\_\_\_\_ Exp. Date \_\_\_\_\_

Print name as shown on card \_\_\_\_\_

Credit card billing address:

Street \_\_\_\_\_

City/Town \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

**Please make check or money order payable to M.E.S.P.A.  
MESPA, 28 Lord Road, Suite 125, Marlborough, MA 01752**

**Phone: 508-624-0500 Fax: 508-485-9965**

**Please send the  
hotel registration form directly  
to the Four Points by Sheraton  
Hyannis Resort.**

**For more information please call 508-624-0500.**



MESPA Education & Technology Center  
28 Lord Road, Suite 125  
Marlborough, MA 01752

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*Register Now!*



**KEYNOTE SPEAKERS:**  
Dr. Mike Schmoker  
and  
Dr. Richard Elmore



*“Informed and Focused Leadership for Student Learning”*

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