

SEPTEMBER, 2010

# Spring Forum a HUGE Success!



## Highlights

### FASD Leadership Conference

**September 20-22, 2010**

*see page 4 to register*

FASD boasted record attendance at the Crowne Plaza Hotel in Melbourne, FL for the 2010 Spring Forum.

Over 200 Staff Development Directors, District Personnel, Agency Directors and Professional Developers gathered to attend the **FASD Spring Forum: Connecting the Pieces**. This year's focus centered on Lesson Study, Differentiated Accountability, FAIR, Technology Integration and Response to Intervention. Keynote speaker,

Rebecca Sarlo from the Region IV DA Team provided connections across RtI, CIM, FAIR, and DA, while the breakout sessions gave participants a chance to go deeper into the content. Presenters included Lois Easton, Pam Craig, Rebecca Sarlo, Kate Kemker, Christy Moss and Jane Meadows. This year's Spring Forum proved to be one of the highest attended in several years, and we thank all of our wonderful FASD members for their support!



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Debbie Cooke		Belva Free	Joyce Menz	Theresa Vernetson

## *A message from your President.*



Dear FASD Colleagues:

It's hard to believe that this article will be my last as your 2009-10 FASD President. In September at FASDLC, I will be handing the torch to our President Elect, Cathy Starling. So, it is appropriate and timely to reflect on what our awesome board has accomplished over the course of one year.

When I became president last September, my personal goals for the organization included:

1) continuing to provide services based on the needs of our membership; 2) revising the FASD Strategic Plan to align with NSDC priorities and initiatives; 3) assisting DOE in the revision of the Protocol; and 4) advocating for NSDC's new definition of professional development. All goals have been met with the exception of revising the Strategic Plan.

In meeting the needs of our membership, we have updated our website, providing a more user-friendly format; created a Wiki for sharing and discussing; provided you with an up-to-date listing of staff development contacts throughout the state and made a personal commitment to post all conference power points on our website after each conference. We have worked on the Strategic Plan every board meeting and have made great progress with the alignment of FASD goals with NSDC. We didn't realize what a huge task we were undertaking, so we are continuing to work on it through this next year. The Protocol has been approved, and FASD did its part in promoting feedback and offering suggestions for revisions and rationale. FASD also included the new Protocol in the Spring Forum in pre and post conference

sessions. Throughout the year, FASD has been advocating for the adoption of the new definition of professional development among all educators and professional leaders in the state. This is another task in which we need to have continued

focus until our leaders begin acting on our pleas to change our current practices to those more aligned with the new definition.

It's been a glorious ride this



*Debra Elliott, FASD President.*

year, and thank you for allowing me to be your president. I'd like to thank the board, the FASDLC co-chairmen, the Spring Forum co-chairmen, the Executive Director, and our officers for working so diligently for our organization over the past year. This board is awesome and can do anything!

I hope that you are registered for FASDLC and you are ready to ride on the waves of high quality professional development. Please keep checking the website for general session and concurrent session updates at [www.fasdonline.org](http://www.fasdonline.org). Make sure you take time to introduce yourself to our new president, Cathy Starling, at FASDLC in September....and while you are at it....volunteer to help next year!



### FASD VISION

The Florida Association for Staff Development, Inc. is committed to professional growth of school-related personnel, the driving force for improving schools to effect significant improvement in school experiences of all students in Florida.

[www.fasdonline.org](http://www.fasdonline.org)

# 43rd Annual PAEC Leadership Conference

by Belva N. Free, Director FloridaLearns Academy  
Panhandle Area Educational Consortium (PAEC)

2010 THEME: "THEIR HEARTS, THEIR MINDS – OUR PURPOSE"

On June 16, 2010, PAEC hosted the 43<sup>rd</sup> Annual Leadership Conference and over 300 registered school and district leaders participated as a part of the live audience at PAEC or viewed the conference broadcast from a satellite site in their home district. Participants from the Northwest Panhandle of Florida from Escambia to Madison Counties, FASD Region 1, tuned in to view the conference via television which was made possible through the PAEC Florida Education Channel .

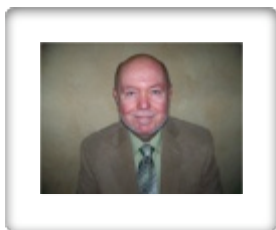
The one-day program was filled with motivating and informative speakers. The audience was captivated by Brad Cohen's presentation entitled, "The Power of One". Charlotte Danielson followed with "Rethinking Teacher Evaluation". Todd Clark and Cathy Bishop provided updates from the Florida Department of Education. "Owning Up: Creating a

Culture of Dignity in Your School and Community" was the title of Rosalind Wiseman's session, and she was followed by a humorous and inspirational presentation by Harvey Alston.

Feedback from the conference participants was extremely positive with high marks going to the quality and relevance of the speakers' content, the opportunity to communicate with the speakers through Adobe Connect™ classroom and, of course, networking with colleagues. Throughout the day, through the display of banners and pictures of children, participants were reminded of the reason all of us, as educators, do what we do, and that reason is the students. This is how the 2010 conference theme – "Their Hearts, Their Minds – Our Purpose" was chosen.

## Introducing.... DR. JOHN MOORE

Sr. Educational Program Director, Bureau of Educator Recruitment, Development and Retention



Dr. John Moore, a long term practitioner in the school reform movement, is the new Senior Educational Program Director in the Florida Department of Education's Bureau of Educator

Recruitment, Development and Retention. He has assumed the duties previously performed by Henry Pollock, who has retired to a life of golf, travel, and occasional consulting tasks.

John, a trained social scientist with advanced degrees in education, has extensive post-doctoral education in business management and law and holds a university certificate in Total Quality Management. John is

married, has five sons and 11 grandchildren. His wife is a retired teacher. One son is a principal in Miami-Dade and another is a teacher in Tallahassee. His other sons are pursuing careers in law, technology, and publishing.

John was an educator in Miami-Dade for 33 years, with 20 years as a school principal. His national

...continued on page 10



### FASD MISSION

The Florida Association for Staff Development, Inc. will promote professional growth, leadership and support for those involved in facilitating learning opportunities for the educational community.

[www.fasdonline.org](http://www.fasdonline.org)



# FASD Leadership Conference 2010

September 20-22, 2010  
At the beautiful



**Register NOW**

**Click to register at [www.fasdonline.org](http://www.fasdonline.org)**



# Updates from the Florida Department of Education

**Websites for Professional Growth:** Two websites that provide professional development content for Florida's educators will be updated and upgraded in the months ahead:

- Floridaschoolleaders.org – the website for the William C. Golden School Leadership Development Program (<https://www.floridaschoolleaders.org>)
- StartWithSuccess.com – a resource for new teachers in Florida (<http://www.startwithsuccess.com>)

Reviews of the content on both sites are in progress. Work is underway to update and expand content on the school leader's site to increase focus on practices that impact student achievement. Plans are in development to add more research-based best-practices content to the new teacher's site. Both sites will align with recent developments in Florida's school improvement mission. Recommendations for improvements on either site are welcome and may be sent to Dr. John Moore ([john.moore@fldoe.org](mailto:john.moore@fldoe.org).)

**Clinical Educator Training:** Plans are in place for two train-the-trainer sessions for the Clinical Educator Training program for this fall. Applicants must have already completed the participant-level training at the local level and must apply online for the September 13-15 session in Ocala or the December 13-15 session in Miami Springs at: <http://data.fldoe.org/register/prodev>.

Over the next year, the Department will be examining ways to enhance and update



**Eileen McDaniel , Chief**  
*Bureau of Educator Recruitment, Development  
& Retention*

the CET program to better meet the needs of Florida educators. Stay tuned for more information on this project.

**Protocol Reviews:** Districts that were selected for review during the first year of the new four-year cycle of site reviews for the Professional Development System Evaluation Protocol have been notified, and dates have been confirmed. Management of review team selections, on-site data entry, and report editing are being migrated to a new web-based system, located at: <https://www.floridaschoolleaders.org/EPA> (access limited to registered site reviewers). The site visit schedule for 2010-2011 is available online at: <http://www.teachinflorida.com/ProfessionalDevelopment/ProtocolStandards.aspx> (unrestricted access).



**FASD WIKISPACE**

**<http://fasd.pds-hrd.wikispaces.net>**

# Thinking maps lead to higher student achievement.

*by Carolyn Wilkins, Principal of Bayshore Elementary  
St. Lucie County*

When school staff reflect on their work with children, they must be open to seeing successes as well as deficits. Schools become very good at problem solving in one area but then tend to neglect something else. It is the responsibility of the learning leaders at a school to discern what can be done that will impact improvement in all areas simultaneously. Three years ago we found a tool that has helped our school grow as a learning organization.

Thinking Maps® are eight specific graphic representation structures that focus on eight cognitive skills. They are used by all teachers and students across all academic disciplines. These tools are taught to students as ways to represent non-linguistically their thoughts and to understand the thoughts of others. They are transferable to any situation requiring the cognitive skill which makes them comprehensible to students. After being taught the maps and classroom applications, we saw an immediate implementation and a positive cultural change.

Dr. Ruby Payne states, "Mental models help you teach a lot more in a shorter amount of time." With children of poverty this is especially necessary because often we are

struggling to make up learning time. By implementing the eight Thinking Maps® into the daily routines of our school, we have been able to help our neediest children learn to think! Many students of poverty struggle in school, not because they are incapable of learning, but because they have not been afforded the same opportunities to learn cognitive skills as their peers. By using Thinking Maps® we are able to make abstract concepts concrete and show students how the brain is processing information. Children who learn these skills can then learn using higher levels of complexity for overall deeper learning.

Since adopting the philosophy of teaching using linguistic and nonlinguistic forms of communication, our school has seen great school improvement. As teachers, we truly believe that less is more, and focusing on the eight cognitive skills associated with the Thinking Maps® has brought us further than having endless task-specific graphic organizers. We focus on teaching children how to think and learn, and it has had a direct impact on our students as demonstrated through our successful achievement of making AYP and being a Florida "A" School.



**FASD WEBSITE**

[http:// www.fasdonline.org](http://www.fasdonline.org)

## NSDC'S 2010 SUMMER CONFERENCE FOR TEACHER LEADERS AND THE ADMINISTRATORS WHO SUPPORT THEM

The annual NSDC Summer Conference for Teacher Leaders and the Administrators Who Support Them was held on July 18-21, 2010 in Seattle, WA. More than 1,300 teacher leaders, principals and other education professionals shared their accomplishments and challenges in leading learning for adults in fulfillment of the purpose of NSDC – “every educator engages in effective professional learning every day so that every student achieves.”

The summer conference is always a special experience because it is purposefully crafted to address issues that school-based practitioners deal with in their daily work. Each session is designed by teams that include at least one school-based practitioner — principals, coaches, and/or teacher leaders — who make significant improvements in their schools. Those in attendance experienced learning and networking that has the potential to transform individual teaching and leadership

practices and ensure that they impact student achievement.

This year's keynote speakers included Maria Goodloe-

Johnson, superintendent, Seattle Public Schools; Milton Chen, executive director, The George Lucas Educational Foundation (GLEF); Jennifer James, urban cultural anthropologist, researcher, writer, commentator, and author of *Cultural Intelligence*; Vicki Phillips, director of education, College Ready in the United States Program of the Gates Foundation and Taylor Mali, poet and author of *The Last Time As We Are* and *What Learning Leaves*.

NSDC's 2010 Summer Conference was an inspiring, informational and helpful networking opportunity for teacher leaders and administrators. It provided powerful professional

learning opportunities in seven categories that addressed important issues for school leaders:

**Administrator Development:** Strengthening principal and central office instructional leadership and professional development skills.

**Learning Communities:** Creating, sustaining, and evaluating school-based learning teams.

**New Teacher Support:** Accelerating new teacher competence and developing mentors.

**Professional Learning Processes:** Developing skills for planning, facilitating, presenting, advancing, and evaluating learning.

**Teacher Leadership:** Identifying, developing, engaging, and supporting teacher leaders.

**Technology:** Leveraging Technology as a Resource for Professional Learning.

**The Learning Gap:** Applying research-based strategies to improve student performance in the discipline areas.

At the conference, school-based practitioners learned from both the outstanding and innovative work of their peers and the perspectives of national leaders. Participants engaged in sessions about becoming skilled in data-driven decision making and in planning, implementing, and assessing the impact of their lessons. In addition, participants explored attributes of high-functioning school teams and learning communities and the actions they can take

as leaders in their settings to make such collaboration a reality. Without a doubt, those in attendance had a summer learning experience in Seattle that created waves of inspiration and reflection whose ripples will impact their work back home and beyond.



Debbie Cooke, Executive Director



FASD WIKISPACE

<http://fasd.pds-hrd.wikispaces.net>



## PD 360 AND POLK COUNTY'S

# PROFESSIONAL LEARNING HOT TIP OF THE WEEK

by Cheryl Joe, Professional Development Director

Vivian Castelli, Professional Learning HOT Tips author and Polk Professional Learning Department.



The Professional Learning Department of Polk County School District is always seeking ways to support their schools as they prioritize their professional learning needs. During the 2009-10 school year, the district purchased a web-based professional learning resource, PD360, that provided evidence-based instructional strategies videos, encouraged implementation, aligned with School Improvement Goals and the District Strategic Plan, and provided follow-up for employees with teacher

certification in the district. PD360 provided initial professional learning to help teachers and certified district level personnel become oriented to the web-based program. However, our department wanted to continue to provide ongoing support and encouragement for the use of PD360. To do this, we developed a weekly flyer that would be sent out through our District Weekly Email Bulletin to all employees. The flyer was called "Professional Learning Hot Tip of the Week." The format featured one evidence-based, best practice as demonstrated through PD360 videos. To make it easy to locate the videos, links were provided that would go directly to the best practice videos in PD360. In addition to recommending the PD360 videos, the flyer provided other resources (such as free websites, books, videos, materials, etc.) to support the professional learning provided by PD360. A few of the focus topics provided through PD360 and promoted in the "Professional Learning Hot Tip of the Week" newsletter included instructional strategies for teaching vocabulary, teacher collaboration, writing across the curriculum, cognitive mediation, academic controversy, brain compatible teaching, questioning, as well as other numerous topics. There were also times that the focus returned to a hot topic, such as vocabulary instruction and writing across the curriculum. The providers of PD360 have applauded our district on the magnitude of use of the program and in some small part we believe that the "Professional Learning Hot Tip of the Week" has been a catalyst for sustaining the frequent use of this professional learning. A survey at the end of the

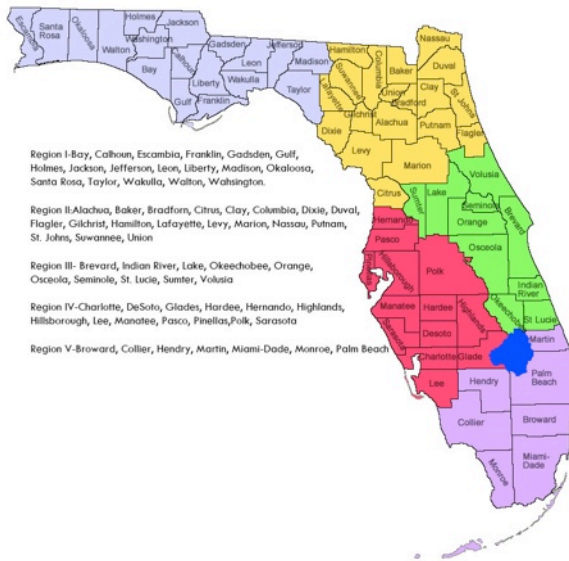
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**NATIONAL STAFF  
DEVELOPMENT COUNCIL**

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





## AROUND THE STATE

### Region I

*Belva Free, Region Director*

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The 2010-2011 school year will begin with four new faces in professional development departments of districts across Northwest Florida's Region I. With the retirements of Clyde Cruce, Taylor County; Wynette Peacock, Calhoun County; Marsha Pugh, Walton County; and Linda Cox, Jackson County; the new professional development directors in those districts are being welcomed by their colleagues and the PAEC staff. The following have been named to succeed those who have served at the district level for many years in the area of professional development: Kay Dailey, Walton; Kay Tipton, Calhoun; Jan Walker, Taylor; and Cheryl McDaniel, Jackson.

### Region ii

*Carol Milton, Region Director*

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The Just Read, Florida! Office has partnered with the North East Florida Educational Consortium (NEFEC) to offer the Florida Online Reading Professional Development (FOR-PD) course for the Reading Endorsement. Due to budget shortfalls, the Department of Education is no longer able to provide

funding to support this course. The participant fee for this course is \$300. Information regarding course availability and registration can be found at [www.nefec.org/](http://www.nefec.org/).

### Region III

*Debbie Iseman, Region Director*

[isemand@stlucie.k12.fl.us](mailto:isemand@stlucie.k12.fl.us)

Lake County's Curriculum, ESE, Title I and Professional Development Departments worked together to host a 3-day Summer Institute for school teams comprised of administrators, teacher leaders and other school instructional staff. The institute featured speakers and breakout sessions highlighting best practices, as well as time for school teams to collaborate as they studied and reviewed a variety of student data and designed goals for next year. The purpose behind the Institute was to better clarify new state and local requirements so that, at the end of the Institute, all schools would have drafts of their School Improvement Plans, Site Based Professional Development Plans, and Focus Calendars, as well as a better understanding of data driven decision making.

### Region IV

*Barbara Stafford, Region Director*

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Region IV would like to welcome Beth Bolger, the new Director of Professional Development for Lee County Schools. She replaces Vicky Stockman who retired in June and is now living in Tampa. We wish both of them good luck with their new pathways.

### Region V

*Bette H. Zippin, Region Director*

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Palm Beach and Broward County joined together for a DA-Regional Summer Academy for our most at-risk schools. Selected teachers from each school attended four days of professional development lead by regional staff. The implementation will continue during the year with the support of both regional and district support staff.

Palm Beach and Broward have been moved back into Region V-DA...*flexibility is key!*

## PD 360 AND POLK COUNTY .....continued from page 8



school year of professional learning needs indicated a very positive response to using PD360. As teachers are away during summer break, our department is working continually on projects such as this to enhance the professional learning of our instructional employees and ultimately increase student achievement.

## INTRODUCING.... DR. JOHN MOORE .....continued from page 3

associations and training have included Florida's Council for Educational Change , the Coalition of Essential Schools , the Annenberg Institute for School Reform, the National School Reform Faculty, the American Association of School Administrators' Quality Schools Network, and the AISR Accountability Tools Project.

In addition to the normal duties of his DOE position, John reports that he hopes to address the following issues in the year ahead and welcomes input on what to improve:

- Upgrading professional development content for school leaders on the floridaschoolleaders.org website
- Upgrading professional development content for beginning teachers and substitutes on the StartWithSuccess.com website
- Modernizing Clinical Educator Training content and materials

## Newsletter Staff

Editor/Layout-Bette Zippin

Web Publisher-Barbara Eubanks

Copy Editors-Debbie Iseman, Jean Lamar, Barbara Stafford, Theresa Vernetson

Feature Writers-Debbie Cooke, Debra Elliot, Eileen McDaniel

*The views expressed in this publication do not necessarily reflect the official positions of the Florida Association for Staff Development, nor are the products and services mentioned endorsed by FASD.*

### MEMBERSHIP INFO

\$30.00 yearly dues

Application on the website

### WEBSITE

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